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THE NATIONAL NEWSPAPER OF MARKETING

Ruppert Brewing Account Goes to Norman, Craig

Breakup with Compton Sprang from Division 'on Policy, Creative'

NEW YORK, Oct. 8—Jacob Ruppert will move its advertising from Compton Advertising to Norman, Craig & Kummel Jan. 1.

The agency change, which has been pending for some time (AA, Sept. 7), was made primarily because of a difference of opinion between the brewer and Compton on the creative approach for Ruppert's 1960 advertising campaign, Maurice E. Atkinson, Ruppert's advertising manager, told ADVERTISING AGE.

Ruppert's ad budget for 1960, Mr. Atkinson said, will be in excess of $4,000,000. The brewery, he said, had an ad budget in 1959 of $2,650,000. About 65% to 70% of this amount, he said, has been spent on tv.

■ Trade sources recently estimated Ruppert in '59 has invested about $3,700,000 in advertising and sales promotion, with $2,500,000 going into media and $1,200,000 in sales promotion (AA, Sept. 21).

Mr. Atkinson declined to discuss trade estimates, but said the brewery plans greater diversification in its 1960 advertising cam-

(*Continued on Page* 8)

LARK LINEUP—*This color spread for Studebaker-Packard Corp., featuring the 1960 Larks—including the first convertible among U.S. built smaller cars—will run in Life Oct. 19, Look Oct. 27 and The Saturday Evening Post Oct. 24. D'Arcy Advertising is the agency.*

Brewer Group Drops Ads Hit by U. S.; Seeks to Learn Beer's Nutrition Value

'Good for You' Push Called 'Misleading' by U. S. Alcohol Tax Unit

NEW YORK, Oct. 9—Beer may be good for the human system but it is against the law to make such a claim in advertisements.

The U. S. Brewers Foundation, at the request of Dwight E. Avis, director of the Alcohol & Tobacco Tax Unit of the U. S. Treasury Department, has canceled the remainder of its 1959 ad program which included space in November issues of *Life*, *Look* and *The Saturday Evening Post* plus a number of medical and other periodicals.

Mr. Avis charged that USBF's "good for you" ad campaign was misleading in that it made curative and therapeutic claims. USBF's board of directors denied that the ads were misleading but voted to drop the campaign.

■ The USBF announced that it has hired a research organization to conduct a survey among members of American Medical Assn. to determine the nutritional values of beer and ale. The USBF also has ordered its Washington attorneys to seek an amendment of the Federal Alcohol Administration Act "to confirm the original intent of Congress that the foundation and brewers shall be permitted to tell, in their advertising, the truth about beer."

The Alcohol & Tobacco Tax Unit reportedly sprang into action after loud protests about the USBF campaign were heard from dry and church and civic groups.

The USBF campaign was prepared by its agency, J. Walter Thompson Co., New York. USBF told AA that it has no plans to

(*Continued on Page* 112)

End Rep Activity by '62, FCC Orders Nets

Radio, Owned Stations Not Involved in Quietly Promulgated Rule Change

WASHINGTON, Oct. 8—With a minimum of fanfare, the Federal Communications Commission announced today that it is giving National Broadcasting Co. and Columbia Broadcasting System until Dec. 31, 1961, to get out of the tv spot rep business.

Although the rule change is the first major modification of FCC regulations to come out of the lengthy investigations of network operations, FCC honored it with merely a mention on the fourth page of a routine release summarizing actions taken at today's commission meeting.

Only a brief summary was released today, while the actual text of the ruling was retained for distribution in the government printing office's weekly printed journal of FCC actions.

As announced today the ruling on network participation in spot sales follows a proposal which was circulated for comment last January.

Networks would be permitted to continue selling spot time for their owned and operated stations, but would be required to divest themselves of spot sales arrangements with their affiliates.*

■ The ruling would apply only to television, and would permit networks to continue representing radio stations in the spot sales field if they wished.

While NBC and CBS each represent only a handful of affiliates and each has contended it has no intention of expanding its list, independent reps have argued that networks could always change their minds.

In a brief filed with FCC earlier this year, Edward Petry & Co. quoted Matthew 6:24: "No man can serve two masters." Petry also argues that networks which serve as spot time reps for affiliates achieve such a degree of control

(*Continued on Page* 111)

Conde Nast Books, 'McCall's,' Five Others Hike Rates

NEW YORK, Oct. 9—Conde Nast Publications has announced a group rate and group circulation increase for five magazines, *Glamour Incorporating Charm*, *House & Garden*, *Living for Young Homemakers*, *Mademoiselle* and *Vogue*.

Effective with the February, 1960 issues, advertisers can buy the Conde Nast-Street & Smith group—with circulation announced "in excess of 3,300,000"—for $20,500 per b&w page, and $30,325 for a color page. Rates are subject to discounts on equal space appearing in all five magazines at the rate of 10% for four to seven

(*Continued on Page* 8)

'Digest' Finds Cigarets Have Less Tar, Nicotine

Filters, Porous Paper Cut Intake; Flavor Masks Blandness, Writers Say

NEW YORK, Oct. 8—The new cigarets are milder, better filtered, lower in tar and nicotine. They promise, and may be, "the 'safer' (but not yet safe) cigarets the public has been asking for." For today there are 15 brands delivering 20 mg. of tar or less.

These are some of the highlights of "The Search for 'Safer' Cigarets," which will appear in the November issue of *Reader's Digest*. It represents the third visit to tobacco wonderland by the husband and wife reporting team of Lois Mattox Miller and James Monahan and—in view of the hand-grenade effects of previous *RD* articles—the latest is considerably more conciliatory in tone.

What *RD* finds is very considerable progress in blending and filtration to lower cigaret tars and nicotine. Here are some of the highlights:

• Winston has been reduced from high to medium tar, and is not far from the low-tar class.

• Where only Kent, Parliament and Sano were in *RD*'s low-tar class last year, Viceroy, L&M, Old Gold, Marlboro, Kent, Hit Parade and King Sano now compose the class.

• There is now a low-low tar class (less than 15 mg.), in which *RD* found Lorillard's Spring, Brown & Williamson's Life and—lowest of all, with 7.2 mg.—Liggett & Myers' Duke of Durham. These give the smoker as little nicotine as so-called "denicotinized" cigarets, the article says.

• Kent's and Parliament's blazing sales drew industrywide at-

(*Continued on Page* 113)

Congress Must Act in Any New Rule on Deductibility: Latham

WASHINGTON, Oct. 8—Internal Revenue Commissioner Dana Latham is assuring tax experts that the recently published proposals on tax treatment of institutional and "lobby" advertising will not necessarily be the last word on the subject.

He regards the new rules, spelling out the right to claim a tax deduction for ads which express views on social, economic and financial questions, as a big step forward. But he told the Tax

(*Continued on Page* 8)

'You Just Don't Turn People Down' . . .

Not Feasible to Prevent Recurrence of Quiz Scandal, House Probers Told

Advertiser, Agency Rely on Packager, Net; Law Restrains FCC, FTC

WASHINGTON, Oct. 9—Networks, advertisers and federal government divisions had no encouragement this week for congressional investigators who are looking for safeguards against a repetition of the tv quiz show scandal.

Summarizing National Broadcasting Co.'s efforts to institute security measures on its remaining quiz programs, NBC vp Thomas E. Ervin told members of the House committee on legislative oversight that a study of security problems was made by Arthur Young & Co.

"What it boils down to," he said, "is that you can have the best security system in the world, but a dishonest contestant and a dishonest producer are hard to deal with."

■ Richard Pinkham, former NBC vp for programming, now a vp of Ted Bates & Co., said agencies have to rely on networks for security. While the agency takes as many precautions as it can, he declared under questioning that there are areas which are the prerogatives of the producers, where it cannot go.

Committee members got equal-

(*Continued on Page* 112)

Last Minute News Flashes

Boyle-Midway Brands Move to JWT, Bates

NEW YORK, Oct. 9—Boyle-Midway, a division of American Home Products, reportedly will move some of its products from Geyer, Morey, Madden & Ballard to J. Walter Thompson Co. and Ted Bates & Co. JWT is scheduled to get Aerowax and Wizard deodorizers, while Bates gets Easy-Off oven cleaner and Griffin shoe polishes. The changes involve about $5,000,000 in billings. JWT originally snared Boyle-Midway's Aero-shave, Black Flag and Sani-Flush from Geyer in December, 1957. Bates already has the Whitehall Laboratories division of American Home (Anacin, Heet, Preparation H and others).

Unexcelled Names Richards for New Consumer Line

NEW YORK, Oct. 9—Unexcelled Chemical Corp., manufacturer of commercial fertilizers, chemicals and aluminum products, which plans to diversify with a new line of drug and cosmetic products in the consumer field, has appointed Fletcher Richards, Calkins &. Holden to handle its consumer products. The company will not release information about its new products for 30 days.

(*Additional News Flashes on Page* 111)

File Findings by Dec. 14, ACP Books Are Told

CHICAGO, Oct. 9—Hearings were concluded today on a complaint of the Federal Trade Commission that the 14 publisher members of Associated Construction Publications were monopolizing construction equipment advertising (AA, Nov. 10, '58, *et seq.*).

Hearing Examiner John B. Poindexter ordered proposed findings of facts to be filed by both sides by Dec. 14.

FTC charged that the 14 regional publications use ACP as a device for monopolizing the advertising. FTC said the ACP members enjoy about 90% of the advertising business in their field, with the remaining 10% split among 20 other publications of like nature.

■ During the final three days of the hearings, testimony on behalf of ACP came from 11 witnesses, including six media buyers from agencies, who testified that they bought ad space in various construction field publications solely on the individual merits of the publications, and that they were free to use any they chose.

Two final witnesses testified to the advantages of a single selling force representing a group of publications. They are James A. Clarity Jr., Chicago advertising sales manager of Midwest Farm Paper Unit (representing five regional publications), and G. D. Crain Jr., publisher of *Industrial Marketing*.

In addition to describing the advantages of group selling, Mr. Clarity indicated that throwing the sales unit open to all like publications (as FTC has suggested) would weaken the effectiveness of the group. #

Small Colleges Seek Funds via 'Times' Section

WASHINGTON, Oct. 8—A group of small colleges is using a special 16-page advertising supplement in the *New York Times* this Sunday as a keystone of their effort to attract additional students and endowment funds.

In addition to the distribution to readers of the *Times*, the colleges which are participating in the project will use about 300,000 reprints to present their "case" to potential donors, and to promising students.

■ Cost of the section, amounting to $50,000, has been underwritten by a group of corporations and foundations which includes Sperry & Hutchinson Co., Reuben H. Donnelley Corp., Pitney-Bowes, Olin Mathieson Chemical Corp., John Price Jones Co., Marts & Lundy, The Psychological Corp., Thomson & McKinnon, Ford Motor Co. Fund, Ellis L. Phillips Foundation, Alfred P. Sloan Foundation, and U.S. Steel Foundation Inc. In addition, many of the donors are contributing toward the purchase of re-

(*Continued on Page* 112)

Lauesen to Waldie & Briggs

EDWARD J. LAUESEN, *formerly vp and manager of the Chicago office of Fuller & Smith & Ross, has joined Waldie & Briggs, Chicago, as chairman of the executive committee. Mr. Lauesen had been with F&S&R for 16 years.*

Cartoon Used with Live TV in Spots for Mr. Slick Lubricant

NEW YORK, Oct. 7—Mr. Slick, the name of a new lubricant designed to make doors, windows and drawers slide easier, will step right off the label of the bottle in the company's introductory spot tv campaign. He's an animated character; he's on tape and he's combined with some live models who play the part of a husband and wife in the commercials.

Riedl & Freede, which is handling this campaign for the new G. N. Coughlan Co. product, believes this to be the first time animated cartoon characters have been combined with live action in taped commercials. They were made by Videotape Productions of New York.

Mr. Slick is being introduced on a market by market basis. He has already made his bow in New York, Philadelphia and Lancaster. Spots ranging from 10 seconds to minutes have been scheduled at the rate of 25 to 45 a week.

Videotape Productions believes this to be the first time that 10- and 20-second spots have been sent to stations on tape.

■ In addition to tv, Mr. Slick has been advertised in *Good Housekeeping* and *Hardware & Housewares*. Advertising will be increased with the expansion of the product's distribution. #

Kauffman Zimmerman Falasca

PROMOTERS—*John P. Kauffman, newly appointed vp of the Bureau of Advertising, American Newspaper Publishers Assn., gets acquainted with A. Wallace Zimmerman, general manager of the Plainfield Courier-News and president of the New Jersey Press Assn., during a newspaper sssion in advance of the industry's national appliance promotion. Edward A. Falasca, BofA creative vp, flanks the Jersey adman.*

Jersey Dailies Halt Feuding for 'Total Sell' Appliance Push

NEWARK, Oct. 6—Northern New Jersey newspapers—fiercely competitive for as long as anyone can remember—tried a little tenderness toward each other today and seemed to like it.

The occasion: A drum-beating session to arouse enthusiasm for the newspaper industry's Total Selling appliance promotion, set for Nov. 9-21.

Present at an evening session here were publishers and top admen of 17 major dailies and major utilities in the north New Jersey market area.

As Edward A. Falasca, creative vp of the Bureau of Advertising, American Newspaper Publishers Assn., reviewed various promotional and advertising kits prepared for the campaign (theme: "Make your home happier with a brand new appliance"), the Jersey newspaper men pondered the vagaries of the advertising business.

■ "You see that guy over there," said one ad director. "Last year

(*Continued on Page* 112)

Ft. Wayne Retail Store, TvB Test Use of Television

TV-vs.-Newspapers Tests Are Being Made on Some Items Sold by the Store

FORT WAYNE, IND., Oct. 8—How can a local retailer use television effectively?

Patterson Fletcher Co., a men's clothing store here, hopes it will have the answer to that question as a result of its participation in an extensive tv test campaign arranged by the Television Bureau of Advertising in cooperation with WANE-TV here.

Dwight Shirey, president of Patterson Fletcher, asked TvB over a year ago to map out a tv schedule which it felt would be most effective for the store. The test was originally scheduled to start early next year, but store personnel decided to move ahead

(*Continued on Page* 112)

Hiram Walker Sets $5,000,000 Holiday Drive

President Corbit Sees $35,000,000 Investment by Industry for Holiday

NEW YORK, Oct. 8—Hiram Walker Inc. will spend $5,000,000 on the most extensive holiday advertising program it has ever launched, Donald J. O'Brien, vp and director of advertising, said today at a press luncheon where the company's holiday packaging was presented.

The company's advertising schedule between now and Christmas, Mr. O'Brien said, calls for a larger number of advertisements than the company has ever used in a similar period—257 ads in 17 magazines, and pages and fractional pages in 1,027 newspapers.

(*Continued on Page* 111)

Magazine Ads to Feature Emblem for 'Full-Service Banks'

PHILADELPHIA, Oct. 7—The most aggressive national advertising campaign undertaken to date by the Foundation for Commercial Banks, a non-profit organization incorporated last year (AA, June 23, '58) to handle national advertising for banking, and affiliated with the American Bankers Assn., will be launched late this month.

The new campaign will open with a spread in the Oct. 26 issue of *Life*. Eight illustrations will cover checking accounts, savings accounts, home loans, farm loans, personal loans, car loans, business loans and bank standing. The ad will also introduce a new emblem for commercial banks formed by linking seven gold stars around a blue field containing the words, "Full-Service Bank."

Later ads in the campaign will appear in the Nov. 21 issue of *The Saturday Evening Post*, and the Nov. 30 issue of *Life*.

J. Walter Thompson Co., New York, is the agency.

■ The foundation, which came into being a year ago, largely through the efforts of the American Bankers Assn., with a membership of about 3,000 commercial banks, now has a membership of 5,100 banks, Morris R. Brownell Jr., chairman of the foundation, said. #

NEW CAMPAIGN—*The Foundation for Commercial Banks, Philadelphia, a non-profit organization of 5,100 commercial banks, will break a new campaign in Life Oct. 26, with follow ads like this one in The Saturday Evening Post (Nov. 21) and Life (Nov. 30).*

Highlights of This Week's Issue

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Young & Rubicam names Mort Werner to replace Peter G. Levathes as tv-radio head. ..... **Page 3**

West Germany plans to establish in January its first tv network to be financed entirely by advertising. ..... **Page 3**

Photographs of Princess Marcella Borghese will appear in ads for cosmetics which bear her name. ..... **Page 3**

Norman H. Strouse, president of J. Walter Thompson, calls for more stable relationships between client and agency. ..... **Page 3**

Arthur C. Nielsen Sr., chairman of the board of A. C. Nielsen Co., says market study can hike productivity in distribution. ..... **Page 4**

Borden Co. will introduce two new products, Gail Borden Signature Quality natural cheddar cheese and a canned coffee ring, in November. ..... **Page 24**

Argus Cameras, a division of Sylvania Electric Products, will introduce a new low cost closed-circuit tv system **Page 25**

Gerald F. Selinger, formerly exec vp of Lee Ramsdell & Co., forms his own agency, Gerald F. Selinger Co. ....**Page 44**

Whirlpool Corp. will launch a $1,000,000 two-season-marketing concept campaign to promote its 1960 RCA Whirlpool room cooler line. ..... **Page 56**

Random House uses $2,000,000 promotion to introduce its new General Foods kitchens cookbook. ..... **Page 58**

Kevin Sweeney, president of the Radio Advertising Bureau, tells National Consumer Finance Assn. delegates that radio not be used to the exclusion of other approaches ..... **Page 59**

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J. Neil Reagan, McCann-Erickson vp, says pay tv is no more than another medium among the many advertising people deal with all the time. ..... **Page 70**

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Michigan State University marketing report shows meat ads in newspapers strongly influenced consumers' meat purchases, not only what they buy, but also where they buy. ..... **Page 104**

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Mortimer Named Chairman, Marks President of GF

NEW YORK, Oct. 7—The board of directors of General Foods Corp. today elected Charles G. Mortimer chairman and Wayne C. Marks president of the corporation. In addition, it promoted three vps to be exec vps.

Mr. Mortimer, who has been with General Foods since 1928 and president since April, 1954, will continue as chief executive officer of the company. He also will head a newly created corporate development council, and will concentrate much of his attention on future development and growth of

Wayne Marks Charles Mortimer

GF. The list of those who will serve on the council has not been completed.

Mr. Marks, who joined GF in 1926 and has been exec vp since February, 1958, has been designated chief operating officer of the company.

The three new exec vps are Herbert M. Cleaves, C. W. Cook and John A. Sargent. Mr. Cleaves, formerly general manager of the Jell-O division, and Mr. Cook, formerly general manager of the Maxwell House division, will each have six divisions reporting to him. Mr. Sargent, who joined the company in 1957 as vp-finance,

(*Continued on Page* 116)

Sterling Doubles TV Budget for Bayer Children's Aspirin

NEW YORK, Oct. 7—Children's aspirin will be promoted on nighttime television for the first time this fall.

The product is flavored Bayer aspirin, marketed by Glenbrook laboratories division of Sterling Drug.

Sterling announced that it has doubled the tv budget for this product. Commercials will be carried on the "Perry Mason Show" (CBS-TV) and "Arthur Murray Dance Party" (NBC-TV).

The children's aspirin also will get strong advertising support on Sterling's daytime tv shows.

Dancer-Fitzgerald-Sample is the agency. #

This is the New-Size Ford

EASIEST CAR IN THE WORLD TO OWN

SLEEK—*The Ford division launched its 1960 line of cars on 24-sheet posters Oct. 8, using split run on 18,000 boards to present the new Ford Falcon in one design and the new Ford Galaxie in the other. Outdoor will be used at every Ford dealer point in the country. J. Walter Thompson is the agency.*

'Slick Phrase' Passe in Auto Marketing . . .

Plymouth to Push 'Intrinsic Value'; De Soto Shifts TV Stress to Spot

Plymouth Debut Will Be Oct. 12; De Soto, Bowing in 'Post,' Sets Oct. 16

DETROIT, Oct. 7—The day of the "slick phrase" has passed in auto marketing, believes Harry E. Chesebrough, vp of Chrysler Corp. and general manager of its Plymouth-DeSoto-Valiant division.

He spoke at a press and dealer

SOLID—*Plymouth ads will stress engineering features and body structure in the 1960 models, as indicated by this color magazine announcement ad. The car's debut is set for Oct. 12.*

session dealing particularly with Plymouth and De Soto new car sales plans. These makes will come before the public Oct. 12 and Oct. 16 respectively. The first public showing of Valiant, Chrysler's compact car entry for 1960, will be slightly later, although prior to the December timing first rumored.

■ Mr. Chesebrough said the so-called economy cars may account for from 15% to 20% of retail

(*Continued on Page* 30)

Werner Named to Succeed Levathes as Y&R TV-Radio Head

NEW YORK, Oct. 7—Young & Rubicam has tapped a client's organization to find a new tv-radio boss for the agency.

Y&R's choice for a replacement for Peter G. Levathes was Mort Werner, Kaiser Industries vp and coordinator of advertising since 1957.

Mort Werner

Mr. Levathes left Y&R to return to 20th Century-Fox Film Corp., where he will be president of 20th Century-Fox television—a new post (AA, Sept. 28). He was a seven-year man with the agency. He had been in the top broadcasting assignment since January; before that he had been media vp.

■ Mr. Levathes' departure so soon after his elevation to the coveted spot as head of the tv-radio department evoked a good deal of speculation along Madison Ave. Mr. Levathes said he was leaving because he was interested in the production phase of the television business.

But some observers thought the Levathes resignation might have grown out of the agency's departmental reorganization in mid-July. Out of this came a revamped media department with broadened responsibilities. The demarcations were not clearly drawn, but it's the sort of thing that could make an expansion-minded tv man feel cramped.

■ Young & Rubicam's new key television executive is a veteran of about 25 years in broadcasting. Mr. Werner started with the old Don Lee network in 1932, where at one time or another, he was an announcer, singer, writer and producer. He was a station owner when he joined NBC in 1951; he helped develop the magazine plan shows ("Today," "Home" and "Tonight") and was vp in charge of national programs when he left the network to join Kaiser a couple of years ago. #

How Union Financed Rival Daily Is Told in Court by 'Tri-City Herald'

Testimony Shows Loans of $1,060,054 Aimed to 'Eliminate' Newspaper

SEATTLE, Oct. 6—Details of the bitter newspaper competition in the Tri-City area of Pasco, Kennewick and Richland, Wash., were related in federal court last week by Glenn C. Lee, publisher of the *Tri-City Herald*.

Scott Publishing Co., owner of the *Herald*, has brought a $7,000,000 anti-trust suit against the rival *Columbia Basin News*, the International Typographical Union, its subsidiary Unitypo Inc., and others, charging a conspiracy to drive the *Herald* out of business.

■ Mr. Lee testified that in May or June of 1949 Howard W. Parish, who was publisher of the *Columbia Basin News* when it changed from a weekly to a daily in March, 1950, offered to buy the daily *Herald* for $250,000. Mr. Lee made a counter proposal to sell for $400,000. He added that Mr. Parish turned this down and threatened

(*Continued on Page* 76)

West Germany Okays Commercial TV Net

Patterned After British Setup, German TV Is 1st in Europe; Bows Jan. 1, '61

FRANKFURT, Oct. 6—Commercial television has scored a significant breakthrough on the European continent.

The West German government announced last week it is planning to establish a second television network financed entirely by advertising.

The system is expected to be patterned after Britain's Independent Television Authority, where private companies supply programs and sell time to advertisers.

The new channel is scheduled to begin telecasting Jan. 1, 1961.

As in Britain, the German commercial network will be organized under the aegis of a public corporation, to be called Deutschland-Fernsehen, which will have headquarters here. The federal government, the five state governments and the three religious groups (Protestant, Catholic and Jewish) will be represented in Deutschland-Fernsehen.

■ West Germany currently has 3,000,000 tv homes, and it expects to have 4,000,000 by the time the new network comes into being.

Germany thus becomes the first major country on the continent to embrace advertising in television. The success of commercial tv in Britain was a major influ-

(*Continued on Page* 42)

Agency Switch Hurts Client's Ad Aims: Strouse

TORONTO, Oct. 6—Companies should have as intimate and confidential a relationship with their advertising agencies as they do with their lawyers, Norman H. Strouse, president of J. Walter Thompson Co., said here last week.

"Real advertising service should run the whole gamut from participation in top business policy and strategy, down through creative planning and execution, field tactics, and even touching the services of logistics and supply," Mr. Strouse said in a talk to the Advertising & Sales Club of Toronto.

"To render fully such a service, an agency must win a relationship with its client as intimate and confidential as that of a general legal counsel," he said. "It must become as well meshed with the client's organization as any integral department of the enterprise. It must learn the business in all its aspects, its personality, its resources, its ambitions and objectives, its profit potentials, its competition and its capacities."

■ Mr. Strouse called for more stable relationships between client and agency. He maintained that switching agencies is harmful to a company's advertising objectives. He urged top management to "select its agency in the light of its long range objectives, not on the

(*Continued on Page* 116)

AD DEBUT—*Starting in October issues of three magazines, Princess Marcella Borghese will be pictured in all ads promoting the cosmetics which bear her name.*

Princess Borghese's Photos to Illustrate Her Cosmetics Ads

ROME, Oct. 6—A new advertising character, Princess Marcella Borghese, is being presented to the U.S. public this month to promote the cosmetics which bear her name.

Princess Marcella Borghese cosmetics have been sold for about two years in the U.S. and in Italy, but this is the first time that the princess' picture will appear in the advertising.

The new ad heroine is a real Italian princess "whose family tree includes magistrates, ambassador, legislators and popes." She is also a photogenic mature woman "who looks the chic way most women hope to look," according to the agency, Jane Trahey Associates.

The agency believes that the princess will do a "better selling job in the ads than a professional model would . . .

"When a customer looks at one of those beautiful models, she knows she never could look like that, no matter what. But when she looks at the princess, she'll feel there's hope there—perhaps with a bouffant hairdo, some Borghese cosmetics, and a good night's sleep, maybe she could look like that too," the agency explains.

■ The princess is to be shown in each ad in a natural, informal shot—throwing a sweater over her shoulders or searching through her large handbag. All the photos were taken in Rome. She will be quoted in each ad, talking in a soft sell manner about the particular product featured.

Starting in October issues, a schedule of full pages and square quarters will run in *The New Yorker*, *Town & Country* and *Vogue*. The ads will be in two colors—the photographs will be b&w, but in lipstick ads a red mouth will be sketched at the bottom of the page; in eye makeup ads a purple eye will be shown, etc.

The princess will make several trips to the U.S. each year, and will visit five or six stores on each trip. Accompanying her to stores will be three demonstrators, who will model "the continental look" in cosmetics for three times a day—daytime, after five, and evening.

■ On these visits, the princess will act as a gracious emissary to store people; the three models will do the actual selling and demonstrating to customers.

The company is an autonomous subsidiary of Revlon, although this ownership is never publicized. #

Market Study Can Hike Productivity in Distribution, Nielsen Declares

CHICAGO, Oct. 6—The role played by an American company in promoting more efficient marketing abroad was described by Arthur C. Nielsen Sr., chairman of the board of A. C. Nielsen Co., when he accepted for his company an award from the European Productivity Agency at a luncheon here yesterday.

The head of the world's largest marketing research organization pointed out that in addition to providing educational facilities for executives from abroad who visit the international headquarters in Chicago or Nielsen House in Oxford, England, the development of Nielsen marketing services abroad has had an immediate effect in introducing better research and other marketing procedures in these countries.

"Nielsen research services," he said, "have been established in 11 foreign countries. This program started in 1939 with the establishment of our business in the United Kingdom. This was followed by parallel steps in Australia, New Zealand, Canada, the Netherlands, Belgium, Ireland, Switzerland, Germany and France."

■ The establishment of Nielsen services abroad, he explained, has required preliminary research to determine the marketing characteristics of the country, followed by retabulation of government census data on business. In some instances where the information was not available, the government had to be persuaded to provide a census, and in the United Kingdom the Nielsen organization made its own complete census of the food and drug industries.

"A comprehensive educational campaign is conducted among business executives of the country," he explained, "using seminars, personal discussions, direct mail and convention speeches, to demonstrate the economic importance of employing continuous marketing research.

"It is invariably necessary to operate the business at a substantial loss for several years—until a sufficient number of manufacturers have been educated to the stage of recognizing the great importance of marketing research and decide to support this vital activity.

■ "While we are always supported, from the beginning, by the great international clients who have had practical experience with our work in other countries, and therefore know its value, the total cost of establishing and conducting sound marketing research in any country is so great that our expenses can never be met by the income from these international clients and from the more progressive native clients who support the work from the outset," Mr. Nielsen said.

Ketchum Goodrich di Forino Nielsen Sr. Nielsen Jr.

FIRST AWARD—*At ceremonies held at Nielsen's headquarters in Chicago, Ottino Caracciolo di Forino, director of the European Productivity Agency in Washington, presented the group's award to A. C. Nielsen Sr. Also present were A. C. Nielsen Jr., Henry W. Ketchum, U.S. Department of Commerce, and Paul Goodrich, Chicago Assn. of Commerce.*

In discussing the role of marketing as related to productivity, Mr. Nielsen pointed out that to most people this means only manufacturing and not distribution.

"While the distribution portion of the production process happens to be called by a name other than 'production'," he said, "it is fully as important as the part which occurs within the walls of a factory.

"Finished goods on the shipping platform of a factory bring no benefit whatever to anyone. They must first be sold and moved to the ultimate consumer. In well-developed countries such as the U.S. and most of Western Europe, the cost of distribution is very large; in fact, most economists now believe that it actually exceeds the cost of producing the goods in the factories. It is probable that more than half of the total price paid by the consumer for the typical manufactured item represents the cost of distribution."

■ He said that U.S. distribution takes 44¢ out of every dollar spent for automobiles; 48¢ for food; 58¢ for clothing; 60¢ for household furnishings; and 66¢ for drugs, toiletries and cosmetics.

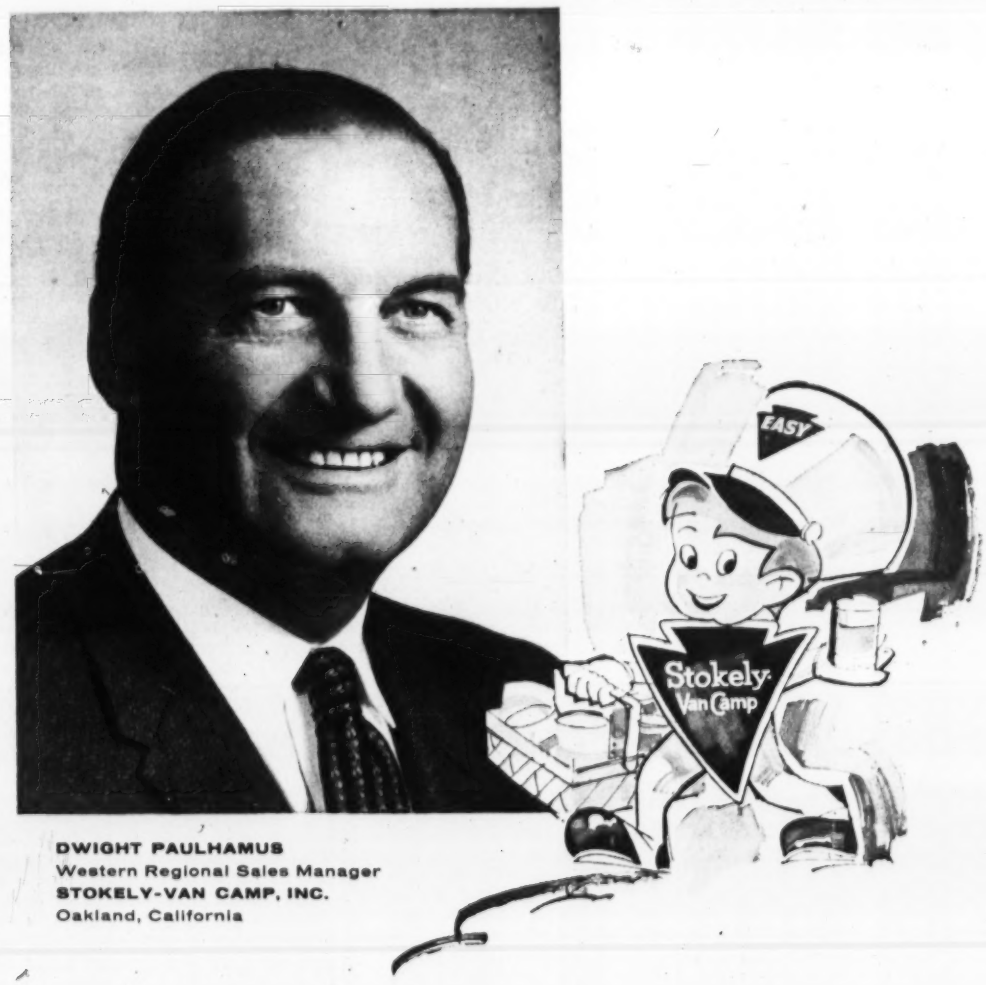
He added that there is probably far more waste in distribution than in manufacturing, and therefore greater opportunity to improve by reducing distribution costs. This can be done only if the executives concerned with distribution have adequate facts on which to base their decisions.

"Because of the great cost of the distribution process," he added, "and the tremendous opportunities which exist for its improvement, it seems obvious that entire countries can achieve important improvements in their total productivity if their manufacturers can be persuaded to adopt modern tools of marketing, exactly as they are adopting modern tools for use in their factories."

The award was presented to the Nielsen company by Ottino Caracciola di Forino, director of the European Productivity Agency in Washington. It was only the second given to a business organization during the 14 years it has been awarded. The presentation was made at a luncheon at the Nielsen headquarters in Chicago, attended by leading U.S. and foreign business men and economists, a number of whom were attending a marketing seminar at the Nielsen offices. #

'Digest' Drops Premium Charge

Reader's Digest's four Latin American editions will eliminate the 10% premium charge for bleed advertising, effective with January issues, in line with similar moves made recently by other *Digest* editions. The editions will hold the line on 1959 ad rates.



DWIGHT PAULHAMUS
Western Regional Sales Manager
STOKELY-VAN CAMP, INC.
Oakland, California

A Native "Puget Sounder" Discusses Tacoma. While discussing Western markets, Mr. Paulhamus made the following comment regarding the Pacific Northwest: "As a native of the Puget Sound area I have always recognized the powerful influence of The TACOMA NEWS TRIBUNE in Washington State's second market. We've found by experience we cannot cover this market without the concentrated circulation of this newspaper. That's why we always include the News Tribune when we advertise in the Pacific Northwest, one of our more important market areas."

Think Twice About Tacoma

The Tacoma market is Washington State's 2nd market; the News Tribune is the No. 2 evening newspaper in circulation and advertising linage.

The Tacoma News Tribune delivers more than 84,000 daily circulation in the Tacoma market . . . more than 7 times the combined circulations of the Seattle dailies in this market.

TACOMA NEWS TRIBUNE

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

THE "BIG THREE" TIMES SERVICE WEEKLIES

— JUST ABOUT

UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.
2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

Across the nation here is what leading food chain executives are saying about THIS WEEK Magazine:

"The advertising power of THIS WEEK is a moving force in the sale of nationally-advertised products on grocers' shelves. THIS WEEK, in effect, paves the way for quick turnover of national-brand merchandise in our supermarkets."

ARTHUR ROSENBERG
Vice-President, Food Fair Stores, Inc., Philadelphia, Pennsylvania

"Our customers make the decision to buy while reading your excellent publication. Such confidence can only result in fast turnover. Thus, food products advertised in THIS WEEK will receive prominent display on our shelves. We want your readers (our best customers) to be able to find it—when they want it."

RICHARD WAXENBERG
President, Eagle Food Centers, Inc., Milan, Illinois

"We believe that the extensive circulation of THIS WEEK in our local Sunday papers gives its advertisers the unique and effective combination of the prestige of national advertising with the strong reader impact of the local papers in which it enters the homes of the food buyers in our territory."

T. G. HARRISON
Chairman, Super Valu Stores, Inc., Hopkins, Minnesota

"It is no secret with us that the movement of merchandise advertised in THIS WEEK is noticeably accelerated at the time of publication. Naturally, therefore, we are always delighted to see the suppliers, whose products we market, include THIS WEEK on their advertising schedule. It makes it easier for us to sell goods in volume profitably."

J. R. NIVEN
President and Chief Executive Officer, Purity Stores, Ltd., Burlingame, Calif.

To Move Goods Fastest...Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

This Week in Washington . . .

Will P. O. Invade Telegraph Business?

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 8—Among the new ideas for improving the mail service which has been getting serious attention in the Post Office Department is a facsimile broadcasting arrangement which would transmit high priority letters long distance almost instantaneously.

Letters, of course, would have to be specially prepared for reproduction, and the sender would have to forego the privacy which he enjoys when he sends ordinary sealed first class letters.

Some postal officials reportedly believe this can become an immensely important service for the public, but certain congressional observers are standing quietly by, waiting to see what comes of the research.

"Arthur Summerfield is a former chairman of the Republican National Committee and a devoted champion of free enterprise," one Senate aide observed. "But does he want to be known as the man who socialized the telegraph industry in the U. S?"

'Maja' Ads Get Clean Bill

The Post Office Department's efforts to prevent mailing of postcards for the United Artists film, "The Naked Maja," is ending just about the way it might be expected to end: A legal defeat for the Post Office Department and a fresh reason for mail users to wonder about the wisdom of vesting additional seizure power in the Post Office Department's managers.

Despite a huge increase in the amount of dangerous filth in the mail, the department diverted legal manpower a few months ago to "prove" that postcards reproducing the famous Goya painting are "obscene." Ultimately the department's hearing examiner, Charles Ablard, decided the painting isn't obscene in itself. But coupled with advertising slogans, he decided that it appeals to the prurient interest of the "average person."

Now the Justice Department, which represents the Post Office in court, has notified the federal district court here that it isn't interested in participating in the "Naked Maja" case. Justice Department lawyers say that they believe the Post Office's reasoning can't be successfully defended.

Old Lipstick Rule Stands

Lipstick manufacturers have reason to regret that the Food & Drug Administration's bill to liberalize the system of setting safety standards for coal tar products was left in congressional pigeonholes when the adjournment stampede got under way last month.

Acting under existing law which bans any product containing potentially dangerous coal tar products, FDA this week adopted a final order which prevents use of 17 coal tar colors, used principally in lipsticks. A tentative order has been announced for April 15, but FDA held off a decision in the hope that Congress would get around to ratifying legislation which would allow the use of products which are "harmless" in specified quantities.

Several times in the final weeks of the session it looked as if most industry groups were working to get the coal tar bill through. But in the end, intra-industry quibbling developed over some of the most technical aspects of the proposal.

States Stick to Tax Guns

Members of the Senate finance committee who recently perfected legislation to prevent states from taxing corporations on sales written by salesmen moving in interstate commerce were jolted this week by news that some state revenue officials are refusing to give up.

One of the major phases of the tax measure approved in the final days of the new Congress provides that sales are not within the jurisdiction of state revenue officers if the salesman merely sends orders back to his home office. But a test case now being considered by some state officials argues that the actual filling out of an order constitutes a taxable form of "office" activity, even though the order must be sent out of the state for final approval.

EDSEL BOWS—*Ford Motor Co. is using newspaper ads such as this to introduce the 1960 Edsel, now produced only in the Ranger series. Kenyon & Eckhardt is the agency.*

FTC Says It Isn't Sponging

The Federal Trade Commission has abandoned its effort to protect E. I. du Pont de Nemours & Co. from the competition of General Mills.

At issue was a situation where General Mills arranged exclusive dealing arrangements for sponges at 340 outlets of the Grand Union Co.

An FTC complaint contended this injured Du Pont, a major competitor. In the end, however, the commission agreed that the commission's staff attorney failed to establish that there is a reasonable probability that the arrangement will substantially lessen competition or tend to monopoly in any line of commerce.

Another portion of the case was settled two years ago, when General Mills accepted a consent order requiring it to offer all customers the special advertising allowances which had been limited to Grand Union and other favored outlets. #

Monsanto Combines Units into Marketing Services Department

Monsanto Chemical Co., St. Louis, has combined the functions of advertising, corporate marketing research and district sales office coordination into a single staff department, the marketing services department. William R. Farrell, who has been director of the advertising department, is head of the new department. Edmund Greene, formerly supervisor of marketing research activities, is associate director.

William R. Farrell

At the same time, Monsanto also named William A. Lang manager of industrial design in the new department, and John C. Moran manager of district office coordination. John L. Gillis is Monsanto's vp of marketing.

RESULT: more sales-power per dollar

GABRIEL DYPE *has charge of Blair-TV's Detroit office—one of ten offices providing fast, efficient service to Advertising throughout the United States.*

Most motormakers feel Television was born for their special benefit. And with good reason . . . for nothing else matches Television's dramatic power to present beauty in motion.

Along with heavy network investments, Detroit makes effective use of Spot Television to focus selling power on especially responsive markets. Their decisions in placing spot demand up-to-the-minute data on markets and stations—data instantly available through Blair-TV's Detroit office.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

THE HI-FREQUENCY MEDIUM

tells her and tells her and sells her!

Everyone but a hermit knows that friends are made by frequent contact. That the salesman who makes the call-backs gets the orders. That the magazine which brings readers back to your ad is the magazine that sells. In The Saturday Evening Post, readers turn and *return* to your ad page more than 29 million times each issue. (Proved by a 12,000-national-sample Alfred Politz study.) That's *hi-frequency* Ad Page Exposure — the kind that goes deep and strikes the buying chord. Some 222 new advertisers this year are happily tuned in to the Post's hi-frequency!

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials ... with HI-FREQUENCY Ad Page Exposure!

Ruppert Brewing Account Goes to Norman, Craig

(Continued from Page 1)

paign.

"We expect to use radio, outdoor and newspapers more extensively, but it is much too soon to say how the percentages will fall," he said.

He emphasized that the parting with Compton was made "without any hard feelings on the part of anybody concerned. Everybody here has a high opinion of Compton as an agency," he said, "but we disagreed on matters of policy and creative approach."

■ Mr. Atkinson said that Ruppert executives talked with about 18 agencies. While he declined to name the finalists, ADVERTISING AGE has learned that the final choice was made among seven agencies: Geyer, Morey, Madden & Ballard; Lawrence C. Gumbinner Advertising Agency; Kudner Agency; Al Paul Lefton Co.; Norman, Craig & Kummel; Sullivan, Stauffer, Colwell & Bayles, and Tatham-Laird.

"No formal presentations were made by any of the agencies," Mr. Atkinson said. "We didn't want anybody to invest money in a speculation. We were more interested in what an agency had done for other clients and in what its management thought it could do for us in the way of creative development. All of the interviews we had were kept as informal as possible. We called on some of the agencies, and some sent representatives to see us."

The final decision, which was a hard one to make, Mr. Atkinson said, was made by Murray Vernon, Ruppert's chairman; Walter S. Driskill, vp of marketing, and himself.

■ As previously reported, the advertising ramifications in the Ruppert story have varied a good deal since World War II. Lennen & Newell handled the brewer's advertising before 1948 for several years.

The Biow Co. took over in 1948 and handled the account until 1956. Then the account was either resigned or lost when John Toigo, then the agency's exec vp, signed up the Jos. Schlitz Brewing Co. for Biow. Biow resigned Ruppert, and later resigned Schlitz, after a personal conflict arose between Messrs. Biow and Toigo (AA, Feb. 3, '56). The Schlitz account was then picked up by J. Walter Thompson Co., and Biow re-entered the bidding for the Ruppert account. But Ruppert named Warwick & Legler, after apparently giving the account to Compton and then changing its mind over the weekend. The following year, which was 1957, Ruppert moved its account to Compton. At that time the account billed about $3,000,000.

■ In 1958, Ruppert reportedly spent about $1,137,160 for tv spot advertising, $40,854 in newspapers, $475,000 in outdoor and about $300,000 in point of sale.

The brewer's barrelage figures have dropped each year since 1953, when it stood at 2,005,000. In 1954 it fell to 1,769,000; in '55 to 1,638,000; in '56 to 1,539,000; in '57 to 1,490,000 and in '58 to 1,450,000.

The new Ruppert agency, NC&K, was originally William H. Weintraub & Co., and changed its name four years ago (AA, July 11, '55). According to some so-called authorities, Weintraub at one time handled the Ruppert account. Actually, in the early '50s Weintraub handled the Anchor Hocking Glass Corp. and put on a regional tv show in which local brewers and bottlers participated. Ruppert participated in the New York area, but the brewer's account never was handled by either Weintraub or NC&K.

■ However, NC&K has had considerable experience with beer advertising. In 1957 it was named the agency of Pabst Brewing Co. for Pabst Blue Ribbon, Andeker draught beer and Old Tankard ale (AA, May 13, '57). In 1959 the agency sued Pabst for $95,000, which it alleged it couldn't collect after paying for spots on NBC Radio's "Monitor" (AA, Feb. 2). The following month the suit was increased to $206,577, alleging breach of agreement on commissions for broadcast programs (AA, March 9). NC&K collected $99,550 from its Pabst suit (AA, May 4), but it was reported that a suit by the agency to recover $90,000 for an adjusted payment for talent charges was still pending. So far as could be learned it still is. #

Drake Publishing to Manage 'Coupon'; Appoints Sponsel

NEW YORK, Oct. 8—*Coupon Magazine*, whose initial issue was published last April, will be moved to Chicago and operated under the management of Drake Publishing Co., it was announced here today.

The magazine, which carries coupons worth $5 to the consumer, had distribution of 2,000,000 copies of the first issue, and was sold at 20¢ through supermarkets. In the first issue 26 nationally advertised grocery products were promoted.

O. A Feldon, president of Drake Publishing Co., also announced the appointment of Kenath T. Sponsel, formerly *Ladies' Home Journal* representative, as vp and eastern manager. He was formerly with Erwin Wasey, Ruthrauff & Ryan, Foote Cone & Belding and the old Blackett-Sample-Hummert agency.

Roy Ald, publisher of the magazine, retains that post in the new setup. Following analysis and study of the response from the first issue, Drake Publishing will announce the publishing schedule of *Coupon Magazine* for 1960. #

Four Honored by U. of Illinois' Converse Awards

MONTICELLO, ILL., Oct. 9—Four Paul D. Converse awards for distinguished contributions to marketing were announced here today at the biennial marketing seminar sponsored by the marketing department, college of commerce and business administration of the University of Illinois. Recipients were Theodore N. Beckman, professor of marketing, Ohio State University; Joel Dean, president, Joel Dean Associates, New York; William J. Reilly, National Institute for Straight Thinking, and Harry R. Tosdal, professor of marketing, Harvard Business School.

The Converse awards are in honor of Paul D. Converse, retired professor of marketing at the University of Illinois. #

ABC Moves Henry to Coast

Elliott W. Henry Jr., director of advertising, promotion and press information of American Broadcasting Co., central division, and for WBKB, Chicago ABC tv station, has been named director of press information of ABC-TV's western division, in Hollywood.

James M. Ascher, formerly Mr. Henry's assistant, has been named director of advertising, promotion and press information for ABC's central division and WBKB.

LADY FOR RUM—*This first of a series of ten new ads for Rums of Puerto Rico will break Oct. 12 in Time. The advertiser's new magazine series will appear in 14 magazines. Ogilvy, Benson & Mather is the agency.*

Sales Up, Rums of Puerto Rico Sets $1,500,000 Campaign

NEW YORK, Oct. 7—A new $1,500,000 advertising and promotion campaign was announced today by Rums of Puerto Rico, the commonwealth's rum promotion organization, headquartered here.

Neil MacMillan, director of advertising, said that the new campaign will continue the rum-tourism theme which was adapted two years ago. Rum shipments from the island to the U. S., Mr. MacMillan said, totaled 2,300,000 gals., a record, for the fiscal year ended June 30. In the previous fiscal year the total was 1,960,000 gals., he said.

Women will be used in the new ads. It will be recalled that two years ago Rums of Puerto Rico got into hot water when it introduced women in its advertising, and was ordered by the governor of Puerto Rico to drop pictures of women (AA, Sept. 16, '57).

First ad in the new campaign will break Oct. 12 in *Time;* 13 other magazines will also be used —*Cue, Esquire, Field & Stream, Fortune, Gourmet, Holiday, Newsweek, Outdoor Life, Skipper, Sports Afield, Sports Illustrated, The New Yorker,* and *Yachting.*

■ In addition, outdoor spectaculars will be used in Los Angeles and Miami. A newspaper schedule is being prepared for Los Angeles, Miami and New York, and beverage business papers will be used nationally. Also, extensive point of sale materials are being distributed.

Ogilvy, Benson & Mather is the agency. #

'House & Garden' Rates Up

House & Garden, effective with its September, 1960, issue, will increase its net paid rate base from 575,000 to 675,000 and will boost its b&w page rate from $4,350 to $4,975. Last week ADVERTISING AGE incorrectly reported that *House & Garden* would increase its average net paid circulation. AA also reported, from information supplied by the magazine, that the page rate would be increased from $3,120 to $4,975; the former figure should have been $4,350.

WTVT Names Paul Jones Political Ad Director

WTVT, Tampa tv station, has named Paul Jones, formerly senior account executive, director of political advertising, a new post. The appointment follows a campaign on WTVT by Julian Lane, which helped elect him new mayor of Tampa.

Congress Must Act in Any New Rule on Deductibility: Latham

(Continued from Page 1)

Executives Institute the other day that new legislation may eventually be necessary; and that in any event, the regulations will require "fair, equitable, realistic interpretation."

Many advertising groups and trade associations complain that the stiff ban on deduction of ads which seek to influence legislation or referendums represents "censorship through taxation." Several have indicated they will file statements by Oct. 19, requesting a public hearing on the proposals.

■ In his speech to the tax institute, Commissioner Latham admitted he has "definite thoughts" on the subject which "it is impossible to express lest they be assumed to be my views in my official capacity."

Referring particularly to the fact that the rules prevent a company from deducting the cost of ads which are used to influence a referendum where the company's survival may be at stake, he said, "In time, I think, this principle might well be re-examined."

While the law on the subject is presently well established, "this does not mean that the issue is forever foreclosed," he commented. "If the business interests of the country find that the end result in this area is wrong, their proper resort is to the Congress by way of appropriate curtitive or remedial legislation."

■ He said most people agree deduction of expense to influence elections is wrong, but that many students of the problem believe the ban on deductions for referendums where survival of the business is at stake may be wrong.

"While they believe it may be possible to improperly influence an individual legislator, no one can succeed in so influencing the entire electorate.

"In any event," he declared, "the concept that a legitimate business man may not treat as business expenses expenditures made in an attempt to preserve his business life seems to many as unrealistic."

■ Turning to broader "idea" advertising, he noted that business men are interested in discussing a wide range of subjects, from foreign aid to balanced budgets and the need for lower taxes.

But wide-spread activity of this kind is almost impossible unless the ads are deductible, he conceded, since government takes 52% of the profits.

Under long standing decisions, he noted, Internal Revenue Service recognizes the principle that advertising, in order to constitute a business expense, need not necessarily be confined solely to consideration of the virtues of the product or service furnished by the advertiser. "In general," he explained, "it is only necessary that the advertiser state his name and his business. If he is well enough known to the public, he need not even do the latter."

■ The critical problem arises, Commissioner Latham said, when the advertiser states views on problems in the area of high political policy. #

'Coronet' Boosts White

E. Laurence White Jr., formerly of the New York sales staff of *Coronet*, has been appointed eastern advertising manager of the magazine. He succeeds C. John Crockett, who died Sept. 23 (AA, Oct. 5).

Conde Nast Books, 'McCall's,' Five Others Hike Rates

(Continued from Page 1)

pages and 15% for eight or more pages.

■ Conde Nast said that advertisers may vary product and copy in each of the five magazines, a feature which should have "particular appeal to manufacturers who make a range of products in various price categories, such as silverware, autos, fabrics, liquor and cigarets."

Edward M. McGlynn, formerly director of sales development for Street & Smith—which was acquired by Conde Nast in August (AA, Aug. 31)—has been appointed group advertising manager.

McCall's, which in August (AA, Aug. 3) announced new circulation guarantee and advertising rates to start with its February, 1960, issue, has revised its guarantee from 5,500,000 to 5,700,000, effective with the same issue. *McCall's* previously announced b&w page rate of $20,915 will be in effect from February until the May issue, when the b&w page rate goes to $21,670. Effective with its October, 1960, issue, *McCall's* will boost its guarantee to 6,000,000. Rates on the 6,000,000 guarantee will be announced at a later date.

■ In addition, three other magazines and two business publications have issued new rate cards increasing rates and circulation.

News Front, New York, effective with its April, 1960, issue, will increase its average circulation guarantee from 50,000 to 60,000 and will boost the rate for a b&w page from $975 to $1,165.

Playboy, Chicago, will increase its circulation guarantee from 800,000 to 900,000, effective with its March, 1960, issue. At the same time advertising rate for a b&w page will be increased from $4,600 to $5,400 and for a four-color page from $6,900 to $8,100.

'Teen, Los Angeles, will boost its circulation guarantee from 350,000 to 600,000, effective with the January, 1960, issue, and advertising rate for a b&w page will go from $1,050 to $2,100.

■ **Medical Economics,** Oradell, N.J., has increased its rates, effective Oct. 1, guaranteeing present advertisers until Jan. 4, 1960. New b&w page rate is $1,145. Circulation for the Jan. 4 issue will be in excess of 168,000, an increase of 21,000 over the Jan. 5, 1959, issue, the magazine said.

Printers' Ink, New York, will increase its rates and circulation effective with Jan. 1, 1960. Rate for a b&w page will go from $765 to $895. Net paid circulation will be increased to 40,000. #

F&S&R Names Samuel Allen Media Director in Chicago

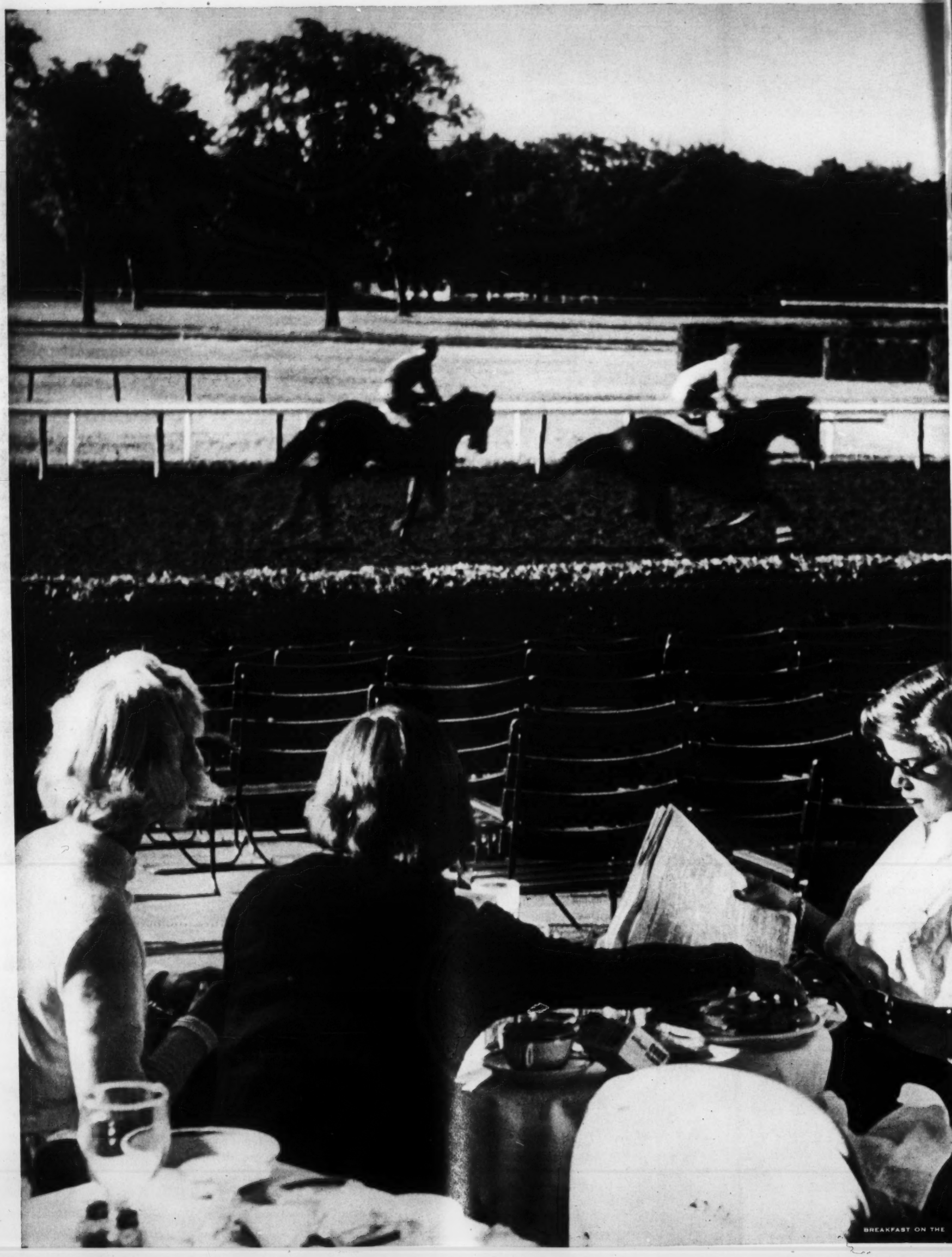
Samuel Arnold Allen has been named media director of the Chicago office of Fuller & Smith & Ross. Mr. Allen, who formerly was with United Air Lines for 11 years, was manager of space advertising at United for the past nine and one-half years. Before that he was agency advertising assistant to the director of advertising.

Samuel A. Allen

"Western Union **Advertising Distribution Service** put my displays everywhere . . . and put them up right."

Wherever it goes, whatever you want done with it, Western Union Advertising Distribution Service will put it there . . . and see that it's handled *properly*. Catalogues delivered to customers . . . displays set up in stores . . . your ad handed to businessmen . . . you name it, we'll deliver it!

WIRE US COLLECT for the full story. Address: Western Union, Special Services Division, Dept. A-3, New York, N. Y.



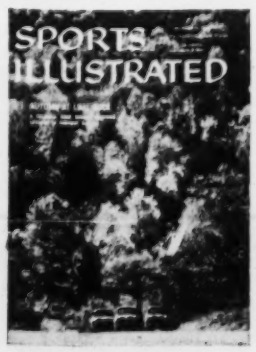
BREAKFAST ON THE

CLUBHOUSE TERRACE, SARATOGA—DICK MEEK

SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best of people

900,000 families of them every week. They may breakfast at the track in Saratoga or on the track between Norwalk and Grand Central. Altogether, they make up the fastest growing quality market in America—the families for whom sport is an essential of family well-being . . . In five years, the number of U.S. families with $10,000 incomes and over has doubled. SPORTS ILLUSTRATED's circulation has also doubled, from 450,000 to 900,000. And the SI median family income figure remains virtually the same—still the highest of any U.S. weekly that is read by the whole family. . .The big trend in U.S. life today is toward the active life—of pitching in and looking at and *knowing* about sports. You'll find the leaders of this life are the readers of SPORTS ILLUSTRATED.



THE FIRST MARKET TO BUY

The Editorial Viewpoint . . .

Advertising, the 'Fall Guy'

One of the most provocative views of the public relations problems of advertising with which we have ever come in contact appeared in the Feature Section of this publication last week. It was expressed by Charles Lehman of Daniel Starch & Staff.

Advertising research has convinced him, he said, and a number of others, that advertising men and advertising agencies now supply an additional service—and a mighty important one—for manufacturers and products. This service is "the advertising agency's assumption of the role of punching bag for all of the public's real and imagined gripes against product promotion."

According to Mr. Lehman, there is a kind of continual contest going on between the sellers of products and services and the public which is asked to buy these products or services, with advertising as a third participant, in about the same favorable position as the shuttlecock in badminton. No matter who wins, the cock takes a considerable batting around.

The public regards the manufacturer and his products as legitimate, says Mr. Lehman, and so advertising which creates a favorable impression is implicitly attributed to the *manufacturer*, while ads which are considered "bad" for one reason or another are attributed to advertising men. "Almost always," says Mr. Lehman, "it works to the advertiser's benefit. 'Good' ads are considered to be the work of the advertiser, and they reinforce favorable attitudes toward the company and the product. 'Bad' ads are thought to be the work of a Machiavellian advertising man, and they have limited adverse effects on attitudes toward a well-liked company and product."

All of this, of course, poses a dreadful problem for those concerned with advertising's public relations and general image.

"Perhaps the only hope," says Mr. Lehman, "is that intelligent young men who are considering careers will recognize that the public stereotype of advertising is a distorted and oversimplified fabrication. Perhaps advertising people will have to accept their role as 'heavies,' not in a spirit of martyrdom, but with the simple recognition that this is an important part of the job which agencies do for their clients—a secret service—secret in the sense that the public is unlikely to really understand advertising men because they really don't want to understand them."

A Too-Simplified Answer

At the annual meeting of the Advertising Research Foundation, Melvin E. Salveson, president of the Center for Advanced Management, lashed out sharply at attempts to correlate sales volume directly with advertising volume, calling such attempts "spurious and misleading."

He maintained—and we believe properly—that attempts to correlate total sales volume to any single function of a business are foolish, since sales volume is a measure of the totality of a company's operations, and must be related to the totality of effort, and not to a single function within that totality.

Furthermore, if there were a direct and measurable correlation between sales volume and advertising volume—without even making any allowance for effectiveness of advertising effort—then the answer to increased sales would be so easy that all thinking and planning could be forgotten. Just increase the dollars spent for advertising, and sales will go up. Don't worry if you are saying the right things to the right people, or whether your sales force is functioning as efficiently as it might, or whether your products are at least as good as those of the competition—just add dollars to your advertising budget, and watch them come back as sales volume.

It's all too good to be true, we're afraid.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Edward Bozorth, Adams & Keyes, New York.

"He says there's a new house organ that has everyone buzzing, 'The Esso Bee'."

What They're Saying . . .

Brand Conscious Drinkers

Three out of five of our bar patrons now specify a particular brand of liquor. It's no longer gin and tonic but rather, a specific gin, and often a specific tonic. It's no indication that people's tastes have been upgraded, but rather a tribute to the vast amount of advertising being carried on by the liquor industry. Patrons are brand conscious now. However, liquor drinkers are a fickle lot, and brand loyalty doesn't really exist. They switch regularly as certain spirits enjoy periods of popularity.

The house brand is just about an expression of the past, for the customer likes to believe that by specifying a particular brand of liquor, he's bringing himself a better drink.

—Frank W. Berkman, director of sales, Henry Hudson Hotel, New York.

The Need for Eggheads

You and I should appreciate the need for people who think. Selfishly, as advertisers, we require constant new generations of people who want something different, something better. For the good of our business we should welcome chronic discontent. This means new ideas—ideas that don't conform to accepted patterns. Each new idea is a dissenting idea. We need more dissenters.

One of the most vexing current ideas states that continued mild inflation will benefit the economy. Sumner Slichter, the Harvard economist, advances this theory and he is a man of wide influence. Some people dismiss him as an egghead. He is, but not because he is wrong—or right. He is a man with unorthodox ideas. I disagree strongly with his creeping inflation theory. But I think he is important. He has made scores of other eggheads and just plain business men re-examine their own ideas and come up with sound counter arguments. He has added zestful interest to one of our most baffling problems. He is valuable because he has made men think.

We are inclined to throw the term egghead or square at people who burrow deeply enough into learning to begin to think for themselves. But let us remember, we must have many, many more such people in the advertising business—if all business is to prosper.

—Felix W. Coste, president, Outdoor Advertising Inc., before the San Francisco Advertising Club.

The Real Salesman

All of us sometimes forget a basic merchandising fact.
We do not sell people.
People sell themselves.
And a contented man cannot be sold a damned thing.

—Ernest A. Jones, president, MacManus, John & Adams, before the executive marketing board, National Assn. of Home Builders.

Rough Proofs

Jack Lescoulie, L&M's pitchman on the National League playoff tv show, said the pennant-winning White Sox of 1919 were the Hitless Wonders.

Such is fame, especially in the world of tv commercials.

•

Gillette sponsored the World Series, as usual, but it really should have been Wrigley, whose products were enthusiastically demonstrated in close-ups of players of both teams.

•

Milwaukee, jolted by the loss of the National League pennant by the Braves, got another setback when the Department of Justice expressed its displeasure over the merger of Blatz with Pabst.

•

A mere millionaire's vacation is now so generally shared by ordinary folk that Spam was constrained to offer as the first prize in its new sweepstakes nothing less than a billionaire's vacation.

•

C. H. Masland paid each agency invited to submit a marketing plan a fee of $5,000, which seems a very nice way to take the spec out of speculative presentations.

•

Morton Salt Co. has added pepper to its line in a move toward diversification, and it's practically certain discussions about promoting the new product won't be referred to as pep talks.

•

They said it couldn't be done, but when an established actor like Henry Fonda stars in a Western, he handles his horse and gun just as well as those old experienced tv cowboys.

•

Presenting a quiz on U.S. markets, *Sunday Magazine* says, "If you can answer all of these questions correctly, we suggest you ask your boss for a long overdue raise."

And if you can't, ask him anyhow.

•

Frank McGowan points out that 71% of the leading advertisers recently profiled by AA maintained their advertising expenditures in 1958.

Maybe that's how come they are leaders.

•

"Your resumé will be held in strict confidence and seen only by management," promises an agency looking for a tv writer-producer.

Some people looking for jobs would like a little wider circulation.

•

Willingness to "accept rejects without a tantrum" is a necessary qualification for a designer and layout man a classified advertiser is looking for.

He's willing to leave the artistic temperament to Madame Callas.

•

Part of what's wrong with newspaper ads, suggests Whit Hobbs, is that the people who write them are lazy.

And maybe the people who okay them are too tired to argue.

COPY CUB.

In the Washington, D. C. metropolitan area

Sixty-four per cent

of all housewives read

The Washington Post.

This is more housewives than

read both other Washington

newspapers combined.

Publication Research Service
of Chicago, March, 1959

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

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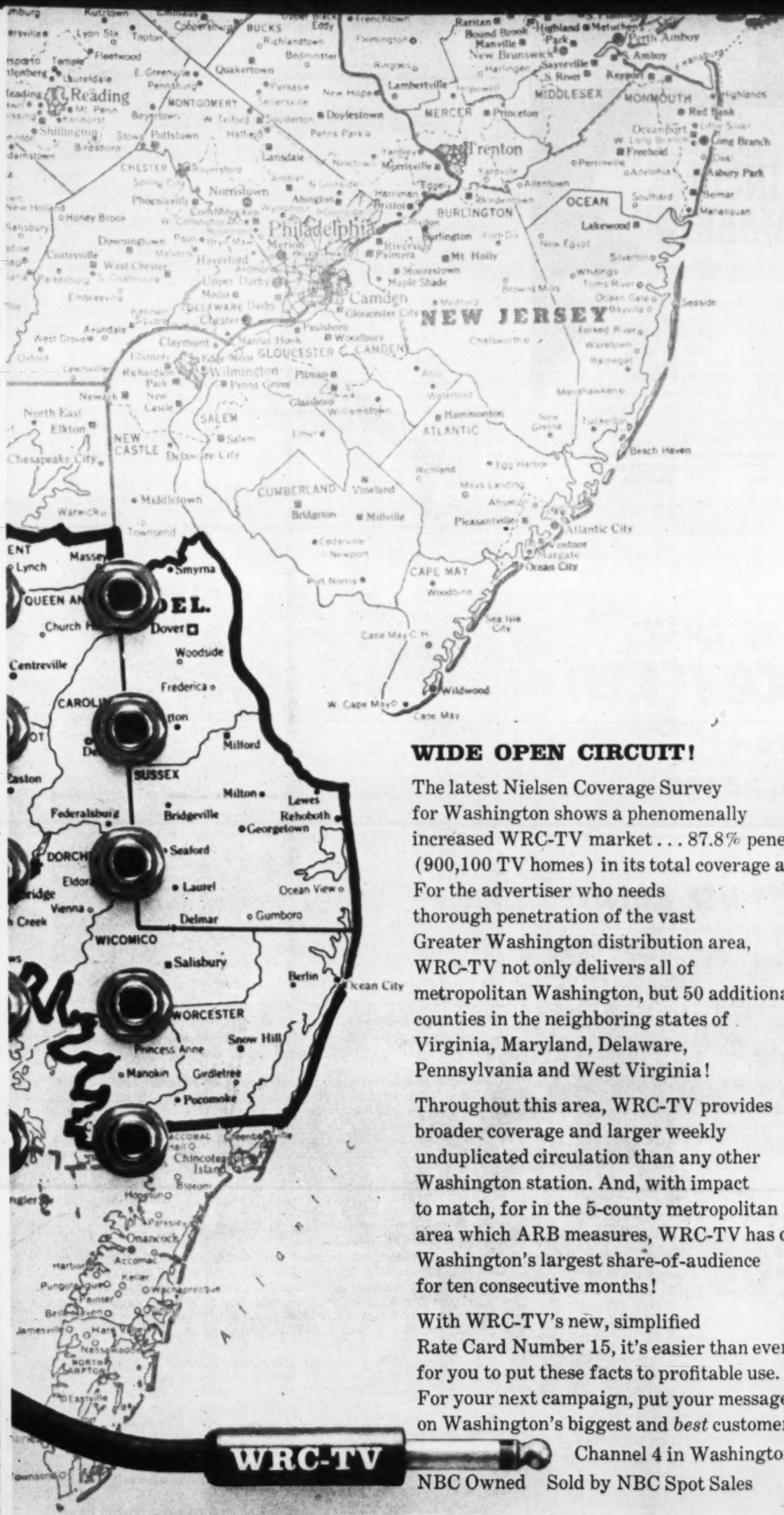


WIDE OPEN CIRCUIT!

The latest Nielsen Coverage Survey for Washington shows a phenomenally increased WRC-TV market . . . 87.8% penetration (900,100 TV homes) in its total coverage area. For the advertiser who needs thorough penetration of the vast Greater Washington distribution area, WRC-TV not only delivers all of metropolitan Washington, but 50 additional counties in the neighboring states of Virginia, Maryland, Delaware, Pennsylvania and West Virginia!

Throughout this area, WRC-TV provides broader coverage and larger weekly unduplicated circulation than any other Washington station. And, with impact to match, for in the 5-county metropolitan area which ARB measures, WRC-TV has delivered Washington's largest share-of-audience for ten consecutive months!

With WRC-TV's new, simplified Rate Card Number 15, it's easier than ever for you to put these facts to profitable use. For your next campaign, put your message on Washington's biggest and *best* customer circuit.

Channel 4 in Washington, D. C.
NBC Owned Sold by NBC Spot Sales

your key to a

HIGH INCOME MARKET

The ELKS Magazine delivers
a class audience of 1,230,998 men
with a *median income of $7,220.*
26.1% earn $10,000 or more.

Elks incomes rank 7th among readers
of the 53 magazines in the Starch survey.

Higher incomes enable Elks to *spend* more . . .
more *often* . . . as shown by the high rating of Elks
in most ownership classifications in Starch.

To best reach and sell this high income men's market,
advertise in The ELKS Magazine.

More information? Write for a copy of our booklet,
"The Elks Market"

THE Elks MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

YOU'RE ONLY

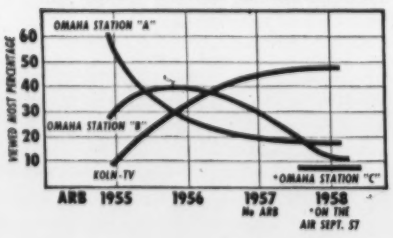
HALF-COVERED

IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



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Ask Avery-Knodel for all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

AM — TV — FM

The Fetzer Stations

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WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD TV — PEORIA, ILLINOIS

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

The "biggest" kids in the neighborhood these days at White Plains, N. J., are 10-year-old Linda and 7-year-old Richard Labunski, whose voices are being heard in radio spots for the back-to-school safety campaign of WMCA, New York. Their father is **Stephen B. Labunski,** general manager of the station. . .

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AMERICAN HOME

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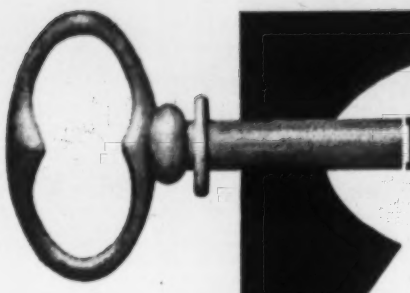

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THE Elks MAGAZINE

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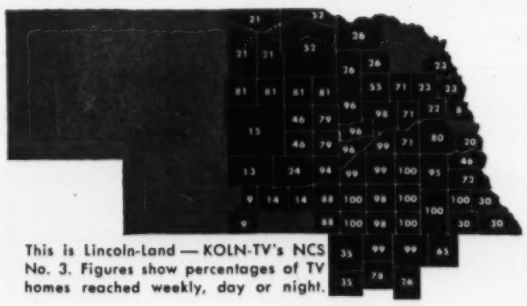

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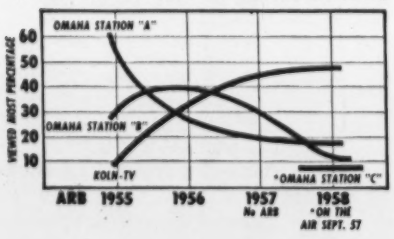

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If you have a product that belongs in the home the place to plug it is in American Home. There is no waste circulation. Your dollars won't trickle away on people who have no intention of buying your product. The 12,000,000 men and women who read American Home do so because they are looking for sensible suggestions on cooking, building, remodeling and furnishing their homes. American Home is their buying guide. So why, we ask, put a round ad in a square medium? Your plug fits American Home—it stops consumers by the millions right when they're *planning* to buy.

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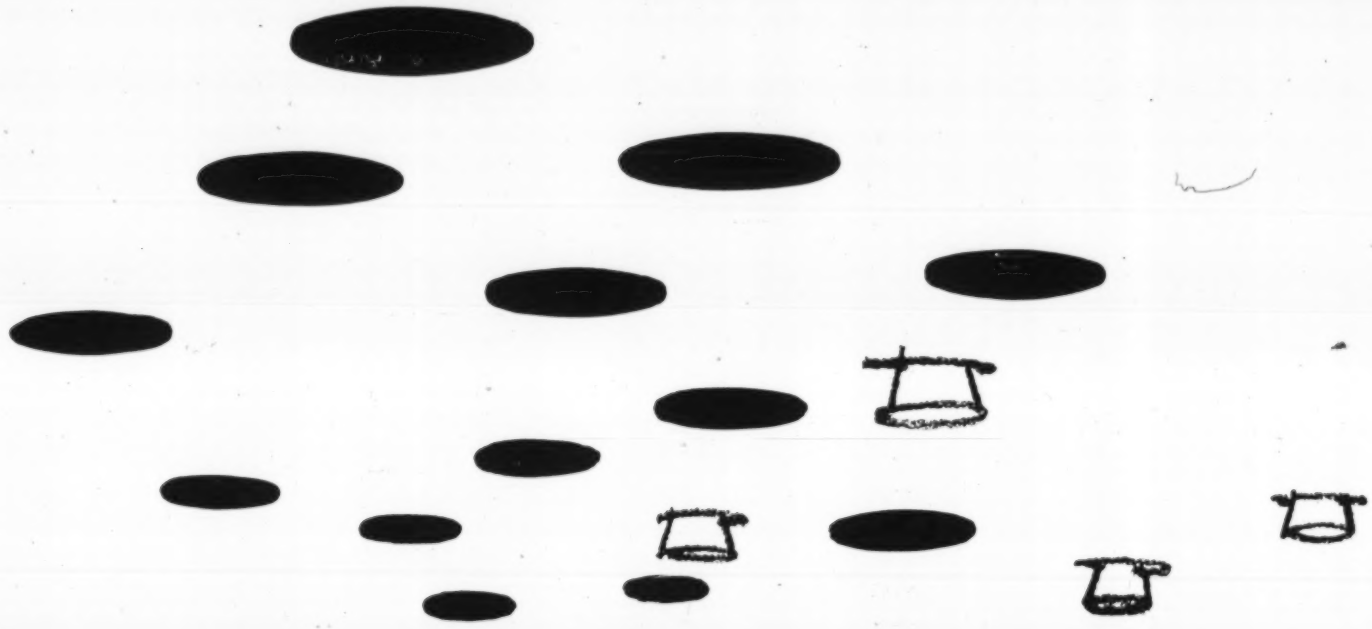


ARE THE PLUGS IN THE RIGHT SPACE?

'TV Guide' Returns Compliment; Boosts 'Digest,' Self in Ad

NEW YORK, Oct. 6—*Reader's Digest* and *TV Guide*, which have no family ties other than a common page size and a formidable combined circulation (more than 19,000,000), have formed a mutual admiration society "to translate public acceptance of the magazines into advertiser acceptance."

In a page ad scheduled by *TV Guide* in newspapers here last week, both magazines share equal billing in headline and copy. "*TV Guide* and *Reader's Digest* lead the magazine list in almost every significant measurement," says the headline. Copy continues: "For these are the soundest magazine advertising combination in publishing history. Together, they deliver a massive primary circulation of more than 19,000,000—a result of *TV Guide's* domination in the weekly field . . . and the *Digest's* 12,000,000 monthly sale, largest among all magazines."

The *TV Guide* ad continues in the same I-like-you-and-you-like-me vein, winding up by quoting cost-per-1,000 figures for the two books and citing individual revenue gains.

■ According to Michael J. O'Neill, ad director at *TV Guide*, the primary reason for the ad was "to translate public acceptance into advertiser acceptance for the mutual benefit of *TV Guide* and the *Digest*."

Mr. O'Neill said the *Guide* ad was run independently of the *Digest*, and the two magazines have no formal connection, other than a willingness to exploit their common page size and massive circulations.

Mr. O'Neill said another consideration was their common distribution setup in check-out counters in supermarkets. He added that both *TV Guide* and *Reader's Digest* approved the ad before publication.

In September, *Reader's Digest* ran an ad, also in newspapers, plugging itself and *TV Guide*. The *Digest* ad was aimed more at promoting the common size of the two books. #

General Mills Issues New Cooking Records for Blind

General Mills, working with the American Foundation for the Blind, has put out a third set of records giving blind people guidance in baking. The new records, 10" 33⅓ rpm, give directions for muffins, chiffon cakes, frostings, pudding cakes, meringue mix, cream puff mix and lemon custard angel food cake. Earlier records were for biscuits, cake, frostings, pie, cookies, soups, bread, meat and vegetables.

The records are available to the blind for a 10¢ mailing charge. Their availability to the blind is being publicized by organizations serving the blind and will be listed in their publications. Record players are available free to the blind through the Library of Congress. General Mills estimates that about one-fourth of the 320,000 sightless persons in the U.S. are women within the general homemaking age group.

Willson Joins 'News Front'

Herb (Red) Willson has joined *News Front*, New York, as midwestern representative, headquartering in Chicago. Mr. Willson was formerly with Fairchild Publications, *American Builder* and *New Homes Guide*.

Wagner Names Monk Agency

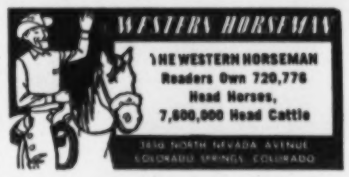
E. R. Wagner Mfg. Co., Milwaukee maker of carpet sweepers, rug shampooers and other cleaning appliances, has appointed Howard H. Monk & Associates, Rockford, Ill., to handle its advertising. The account, which bills about $100,000, was formerly handled by Sid Stone Advertising, Milwaukee. Monk, meanwhile, has appointed two new account executives: David Hurley, formerly assistant ad manager of Minnesota & Ontario Paper Co., St. Paul, and Henry J. Kozlowski, formerly an account executive with Compton Advertising, Chicago.

AFA Unit Names Danforth

The Advertising Federation of America has named J. Davis Danforth, exec vp, Batten, Barton, Durstine & Osborn, as chairman of the finance committee. Membership expansion and new sources of income to aid the new Washington information and education activities are on the finance committee agenda.

Morgan Joins Cole

John Morgan has joined L. C. Cole Co., San Francisco, as an account executive and Roberta Glick has joined Cole as publicity assistant. Mr. Morgan was formerly with Boland Associates and Miss Glick was formerly with Arthur Cantor.



A Statement To The Farm Paper Advertisers Of America:

In our opinion, it is time that a restatement of intent and publishing principles be issued in behalf of our diversified farm papers.

We believe it is a well recognized fact among buyers and users of farm paper advertising that state farm papers have an indisputable franchise and that they are a powerful influence among farm families in their individual states and farming communities. State farm papers are exceedingly close to the soil and close to the hearts of the families who read them.

State farm papers, as in our own case, have earned their recognition and stature by many years of continuous, timely, authoritative service to farm families within their respective states. In our opinion, there is no substitute for their completely local character and their influence on readers, dealers and distributors.

In this connection, we are proud to be the editors and owners of The Ohio Farmer, The Michigan Farmer, The Pennsylvania Farmer, The Kansas Farmer and The Missouri Ruralist.

In addition, we publish Capper's Farmer, the largest individual regional farm magazine in the United States, having a circulation of 1,585,692 copies a month.

In no sense of the word is Capper's Farmer a state farm paper. It does not attempt nor do we expect Capper's Farmer to exercise the functions of state farm papers. Capper's Farmer has its own substantial duties to perform in the regional field of farm magazine publishing, and we believe that advertising agencies and advertisers know and appreciate this fact.

Strangely enough, Capper's Farmer is virtually alone in these ideals and values in the farm publishing field. Capper's Farmer covers the rich 17 midwestern states where the business of farming is the principal commerce and where, as a rule of thumb, farmers exert the primary influence on the economy.

Consonant with the policies of many magazines, Capper's Farmer is offered in sections and for purposes of split runs to advertisers with specific problems of product distribution and copy testing. Our salesmen will be pleased to inform you in detail on these facilities.

We consider that our stake in the farm paper business is a high one. During the past year the Stauffer-Capper Farm Papers ran 3,216 pages of advertising, representing 23.34% of all advertising pages published in the farm field. In addition, we are the publishers of daily newspapers in eleven different cities, and we own and operate five radio and television stations in midwestern states.

Cordially yours,

Oscar S. Stauffer

Oscar S. Stauffer, President
Capper Publications, Inc., Div.,
Stauffer Publications, Inc.

Topeka, Kansas

THE STAUFFER-CAPPER FAMILY OF PUBLICATIONS AND STATIONS

CAPPER'S FARMER	KSEK	PENNSYLVANIA FARMER	THE ARKANSAS CITY DAILY TRAVELER	THE MARYVILLE DAILY FORUM
KANSAS FARMER	KGFF	CAPPER'S WEEKLY	THE PITTSBURG HEADLIGHT-SUN	THE NEVADA DAILY MAIL
MISSOURI RURALIST	WIBW	THE TOPEKA DAILY CAPITAL	THE GRAND ISLAND DAILY INDEPENDENT	THE INDEPENDENCE EXAMINER
OHIO FARMER	WIBW-TV	THE TOPEKA STATE JOURNAL	THE YORK DAILY NEWS-TIMES	THE SHAWNEE NEWS-STAR
MICHIGAN FARMER	KSOK	THE KANSAS CITY KANSAN		THE NEWTON KANSAN

The Boom is at the Upper Level

Make the most of it in TIME

An economic boom makes a lot of different sounds—and among the most harmonious is the quiet rustle of good rag paper . . . the crackle of money, deeds, mortgages, stock certificates, certified checks.

This boom is unprecedented in human history. It is a boom at the upper level. Grown and nurtured by 8 to 10 million of the best educated, most successful people in America.

In the last ten years the total number of American families has increased some 22%. But the number of families with incomes of $10,000 and over has increased 235%. The number of professional and technical people has grown 94% . . . industrial executives have increased 133%.

They are the families who have earned the right to make most of our national and local decisions. They set America's styles and trends as naturally as they enjoy their lives.

Of course, not all of them read TIME. But those who don't are surrounded by those who do—their friends, business associates, colleagues and families.

These 8 to 10 million (largely executive and professional people), can make the difference between a rousing and an enervating annual report. There is only one best way to reach and sell them, and that's in the pages of their favorite magazine—TIME, The Weekly Newsmagazine.

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

james k. millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Avenue, Chicago 34, Ill.

Rothman Elected President

The Wisconsin Newspaper Advertising Executives Assn., Wisconsin Rapids, Wis., has elected Neal Rothman of the *Wausau Record-Herald* as president. Other officers are Gordon Johnson, Madison Newspapers, vp; Ralph Mischnick, *Rhinelander Daily News*, secretary-treasurer. Jack Skog, *Green Bay Press-Gazette*; Joe Novak, *Janesville Gazette*; and Ralph Grull, *Fond du Lac Commonwealth Reporter*, were elected directors.

Lion Packaging to Hartman

Lion Packaging Products Co., Hicksville, N. Y., has appointed L. H. Hartman Co. to handle advertising and promotion for a new product, Snap-Off Bags, heavy-gauge polyethylene bags packaged on a snap-off roll. Introductory trade and consumer campaigns are planned for major markets in the near future.

Grove, NAL Settle Dispute on Who Has Unexpurgated 'Lady'

NEW YORK, Oct. 6—This year's burning question in publishing row—Who has the unexpurgated edition of "Lady Chatterley's Lover"?—was answered last week by two of the noisy claimants; "We both have."

Grove Press and New American Library, who have been trading insults in advertisements and law suits, announced that they have settled their differences.

Each will withdraw the suit one has against the other. Grove had charged NAL with trying to pass off its unexpurgated edition as being the same as Grove's unexpurgated edition. NAL had asked the court to stop Grove from advertising its edition as the only unexpurgated and authorized version.

■ The settlement recognizes that both the Grove and NAL editions "are equally complete, unexpurgated and valid presentations of the author's work."

Grove and NAL each admitted that the other is a fine, upstanding publisher, a credit to the industry.

Grove said that since NAL has been paying royalties for more than 13 years on the expurgated edition of the "Lady," this gave it "a certain standing with respect to the work not shared by other publishers in this country."

And, in its turn at the confession bar, NAL recognized "Grove's courage in publishing the unexpurgated work and applauds Grove's successful court fight to remove the Post Office ban."

Grove, which previously denounced competing paperback editions' "managled quickies" put out by "me-too" publishers, has assured one and all that its critical statements "do not relate to New American Library."

Meanwhile, back on the drug store front, the "Lady" has already become one of the alltime best sellers, with estimated sales in excess of 5,000,000.

The great bulk of these sales has come from the paperback editions. There are four in the field. Grove's hardcover edition, retailing at $6, had sales of 154,000 through Sept. 18.

■ New American Library, which sold 1,500,000 copies of its expurgated edition before the lifting of the Post Office ban, reports that it has sold some 1,500,000 copies of its new unexpurgated edition.

Pocket Books, which has a Cardinal edition on the stands, reports a print order of 1,900,000 for the U. S. and Canada. Dell Publishing, which is distributing the Grove edition in paperback form, has 1,700,000 copies in print. And Pyramid Books reports it has "several hundred thousand" in print.

■ Three of these paperback publishers—Dell, NAL and Pocket Books—plus a fourth, Bantam Books, will go to the mat again this fall with new editions of Lew Wallace's novel, "Ben Hur." All will be trying to cash in on the publicity generated by M-G-M's $15,000,000 production, scheduled to open in movie houses in mid-November.

Like "Lady Chatterley's Lover," the Lew Wallace novel is in the public domain. There are already 16 different editions of the book in print now. Bantam, Dell, NAL and Pocket Books has each made an initial print run of 250,000 copies. #

Ekco Products Boosts Kesler

William Kesler has been appointed vp of sales of Berkeley Industries division of Ekco Products Co., Chicago. Mr. Kesler, who joined Ekco in 1949, will headquarter in Berkeley's main sales office in New York.

Dunkel Joins Tasty Foods

Robert F. Dunkel has been appointed vp in charge of sales of Tasty Foods, Denver. Mr. Dunkel was formerly midwestern sales manager of LaChoy Food Products, Archbold, O.

SOME PEOPLE WILL NEVER SELL MORE IN PEORIA

Big-spending Peoria is an isolated mountain of buying potential . . . beyond the reach of multi-papered Chicago or St. Louis. One paper saturates this rich market and even reaches out to prosperous counties beyond. So while you're busy scaling the Matterhorn hand over hand, remember that once in a while you'll find a Pike's Peak with a road all the way to the top!

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives

New York • Detroit • Chicago • San Francisco • Los Angeles

What's Wrong with Shoe Selling And How to Make It Right . . .
The Positive Approach To
T P M
CHANGING CONCEPTS IN SHOE MERCHANDISING . . . .

THE ONE THAT TELLS 'EM . . .

. . . IS THE ONE THAT SELLS 'EM

It's an arsenal of ideas, a library of facts, a mine of information. It's the Boot and Shoe Recorder — alone in the field with essential *operating* information on marketing, merchandising, trends and technical developments. Key men in every phase of the industry take time to read the RECORDER, and act on what they read. Its editorial force is a "telling" force for your advertising story.

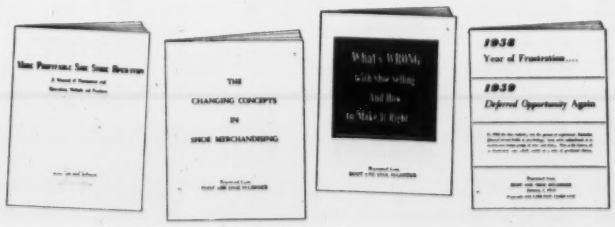
READERSHIP — Leads its nearest competitor by 94% according to National Analysts, Inc. survey, which shows average of 3 readers per copy.

VITALITY — 43,000 reprint requests in ten months — and the highest subscription renewal rate in the trade — 76.32%.

IMPRESSION — Exposure time for each issue is longer by months than any competitive publication.

IMPACT — Superior quality and clarity of reproduction plus full color availability, provide maximum visual power.

If you missed any of these significant articles — send for reprints to Boot & Shoe Recorder, Philadelphia 39, Pa.



BOOT and SHOE
Recorder
A CHILTON PUBLICATION

Borden, Swift Tell Food Editors of New Wares

CHICAGO, Oct. 6—New-product minded Borden Co. this fall will add two new items to its line: Gail Borden Signature Quality natural cheddar cheese and a canned coffee ring.

The new cheese item will be marketed Nov. 1 with national distribution expected by the end of the year. The coffee ring, also slated for November introduction, has been test marketed in Pittsburgh and the Southwest for the past few months.

▪ These new products were among a number of new product developments at Borden Co. recounted here last week by R. D. Wooster, exec vp of Borden Co. He spoke at the 17th annual convention of newspaper food editors sponsored by the American Assn. of Newspaper Representatives.

Other new products forthcoming from Borden, Mr. Wooster said, are:

• A "new concept in sour cream and in cottage cheese" soon to be test marketed.

• Five new flavors of Borden's ice cream and five new flavors of Lady Borden ice cream.

▪ Current marketing activity by Borden, he said, includes:

• Introduction in selected markets of Chip-N-Dip, an onion-flavored dip and dressing with a half-and-half base.

• National marketing, now under way, of Banana Bowl flavor ice cream.

• Test marketing, now under way in New England and in nine other markets, of Dutch chocolate-flavored mix.

The company, meanwhile, has added a new division with the acquisition of Causse Mfg. & Importing Co., Jersey City, N. J., a dealer in preserved fruits, most of which go to the industrial trade under the Tropical, Rosebud and Victor brand names. No change in management is contemplated. Causse does not advertise.

▪ Innovations by Swift & Co., including many packaging changes, were described in another talk by Jeanne Paris, home economics director of Swift. Among them are:

• Swift already has sliced pork, sliced beef and sliced ham in boilable bags and will soon add sliced turkey and cocktail franks.

• Swift's Premium Brown 'N Serve sausages are now being marketed in pre-cooked patties.

• Swift's bacon is being packaged in a new reclosable package to preserve its freshness and smoked taste. The packages are being marketed in St. Louis and Los Angeles; Fort Worth and Cleveland will be added to this list soon.

• Swift's Candlelight Entree frozen dinners are now being marketed in Boston, Cleveland, Denver, Buffalo, Pittsburgh, Scranton, Philadelphia, Syracuse, Rochester, Tampa, Houston, Los Angeles and San Diego. Minneapolis, Milwaukee, New Orleans, Phoenix, San Francisco and Portland, Ore., will soon be added. #

SWINGLES
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call
THE JINGLE MILL
701 W. 49 St. N.Y. 19 N.Y. Plaza 7-5730

Dawkins Adds Three to Staff

Rosemary Young has rejoined the Medford, Ore., office of Dawkins & Associates as a copywriter and production assistant, after an absence of two years. Anthony Taravella, Colette Koby and Margaret Christensen have joined the Portland office. Mr. Taravella was formerly with the San Jose State College publicity staff, and Miss Koby was formerly with the *Oakland Tribune*. Miss Christensen transferred from the Medford office.

AFA District Elects

D. A. (Denny) Heard, Gulf Oil Corp., Houston, has been elected governor of the 10th district, Advertising Federation of America. Other officers are Leslie S. Hauger, Watts-Payne Advertising, 1st lt. governor; Mark Cooper, General Telephone Corp., 2nd lt. governor.

Hatch Joins Alexander Film

Terry Hatch has been appointed Chicago resident vp of Alexander Film Co., Colorado Springs. Mr. Hatch, formerly sales representative for Ampex Corp. and for Ziv Television, will maintain offices in the Wrigley Bldg.

Can your business benefit from what these companies have experienced?

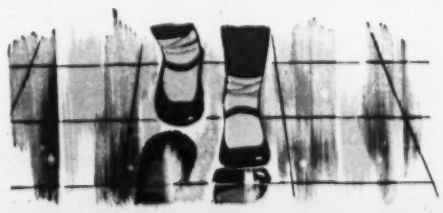
When sound products are well presented to this huge audience, you can expect sales to rise dramatically

The companies named below differ greatly in their products and markets. Yet all have the same objectives—greater sales and higher profits. And all have made substantial—sometimes astonishing—progress toward these goals by advertising in Reader's Digest.

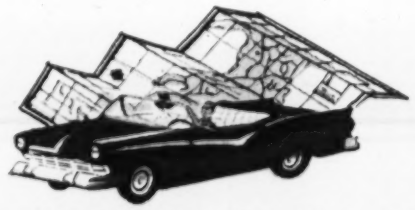
Consider what might happen if your product or service were offered to this *same* responsive audience . . .

Introducing a NEW PRODUCT? For Dove bath and toilet bar, Lever Brothers ran a coupon advertisement in a single issue of Reader's Digest. Housewives redeemed 1,800,000 coupons . . . *almost 16% of the Digest's total circulation for that issue.* This is an unprecedented high in magazine coupon redemptions. Coupons were still coming in twelve months after the advertisement appeared. Lever Brothers call it *the single best advertising response in all their experience.*

Do you SELL A STYLE ITEM? To announce their no-iron Wash-and-Wear Travelmates blouses, Ship'n Shore ran a four-color page advertisement in Reader's Digest. More than 300 of the nation's better fashion and department stores tied in with the Digest promotion. The results were so successful that Ship'n Shore promptly scheduled two more Digest advertisements.



Want to SAMPLE A NEW PRODUCT? Johnson's Wax wanted housewives to try all-new Glo-Coat floor wax. They included a coupon worth 10¢ in a Digest advertisement. Total sales from this one advertisement were estimated at 1,800,000 - 2,100,000 cans.



Need NEW-PROSPECT NAMES? State Farm Mutual Automobile Insurance Co. opened its sales year with a six-page advertisement in Reader's Digest. During that year, premiums increased $43 million. "This ad was the motivating force in the most powerful single promotional activity we have ever carried out," says State Farm. "Its depth and continuing influence are so great they can't be totally measured."

Want QUICK ACTION IN STORES? Wear-Ever, a division of ALCOA—Aluminum Company of America—advertised its Hallite fry pan at a special price *only* in Reader's Digest. Dealers, reporting complete sell-outs, asked for a second Digest advertisement. It, too, was successful. ALCOA then extended its use of the Digest to other products as well.

Like to EXPAND A MARKET? Kraft used single pages in the Digest as the principal introduction for its new low-calorie dressing. Within three months of the first Digest advertisement, the low-calorie dressing market had expanded dramatically—and Kraft had the major share.

Joseph Husch Resigns

Joseph Husch has resigned as vp in charge of sales for Knomark Inc., maker of Esquire shoe polish, to become vp of Pezrow Associates, a food broker who has been named exclusive representative for Esquire in the food trades in metropolitan New York and New Jersey. Mr. Husch, who was with Knomark 14 years, will be the account executive on Esquire and will expand Pezrow's non-food division.

Argus to Introduce Low Cost Closed Circuit TV System

NEW YORK, Oct. 6—Argus cameras, a division of Sylvania Electric Products, has developed a closed-circuit tv system which it heralds as a major breakthrough in price and simplicity.

Nucleus of the new direct-wire tv system is a 16 lb. Vidicon camera, which will carry a suggested list price of $595; this is below what Argus says is the $800 minimum price tag of other closed-circuit equipment.

Argus expects to find the majority of its customers in the educational and industrial fields, but it hopes the new system will catch on with agencies. Agencies, according to the manufacturer, will be able to get a preview of how their commercials will look on television by checking their storyboards and other art work with this simplified system. Another suggested use: Pre-testing models and announcers to see how they will look "on camera."

The portable camera can be connected to any regular television receiver.

Initial advertising for the new tv camera will begin with full pages in the November issues of *Audio-Visual Instruction, Business Week, College & University Business, Educational Screen & Audio Visual Guide, School Executive—Educational Business* and *Scientific American*. The agency for Argus is Young & Rubicam, Detroit. #

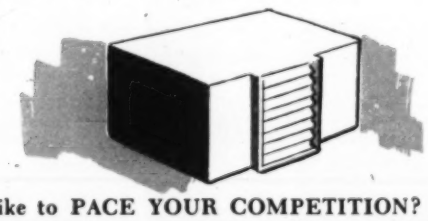
Avalon Hill to Launch Adult Games Campaign

Avalon Hill Co., Baltimore, will launch its fall campaign for its adult games, Gettysburg, U-Boat, Tactics II, Verdict and Dispatcher, with ads in the Oct. 20 issue of *A.M.A. News* and the Oct. 31 issue of *The New Yorker*. During November, ads are scheduled for *Model Railroader, Scientific American* and *Trains*. Ads are scheduled for *Boys' Life, Esquire, McCall's, Model Trains* and *True* in December.

Georgia Brown Joins KFRC

Georgia Brown has joined KFRC, San Francisco, as merchandising coordinator. Miss Brown was formerly with Johnson & Lewis Advertising.

Want to ATTRACT WOMEN customers? Edith Rehnborg Cosmetics offered a sample of Dermajeune beauty cream in several magazines, including women's magazines. *The Digest produced four times as many coupons as the next magazine.*



Like to PACE YOUR COMPETITION? Lennox Industries Inc., ran an air conditioner advertisement in April . . . well before most people think of hot weather. It was "by all calculations the most successful advertisement we ever published," said Lennox.

Sell a LUXURY item? Hammond Organ Co. found that the Digest outpulled other magazines in coupon returns for its expensive, as well as its economical, models. As a result of these consistently high responses, Hammond doubled its Digest schedule.

Want to spark NEW INTEREST IN AN ESTABLISHED PRODUCT? Kellogg's ran a four-page gatefold advertisement in Reader's Digest. It included a coupon worth 10¢ towards a box of Kellogg's Corn Flakes. Housewives redeemed 1,300,000 coupons—almost 11% of the Digest's total circulation.

Planning to circulate a BOOKLET? Kimberly-Clark, makers of Kotex, had prepared a new booklet, "Now You are 10." They wanted to distribute it to an extremely limited group: *ten-year-old girls and their mothers*. They chose Reader's Digest to make the offer, using a single advertisement. 194,090 coupons were received, requesting 350,000 booklets. Coupons were still coming in nine months later.

Sell "BIG-TICKET" items? During a sales decline of 10% to 12% in the kitchen range industry, Tappan Company added the Digest to its schedule. "Our sales hit an all-time high," reported Tappan.

Want high-quality MAIL INQUIRIES? The Mackle Co., which does the community building for General Development Corp., and is one of the nation's leading home building and land development firms, advertised their Florida homes at $6,960 to $13,800 in one issue. Elliott, Robert and Frank Mackle report: "We sold more homes by mail at lower cost through our Digest advertising than by any other means we have tried."

QUICK FACTS FOR BUSY EXECUTIVES

Reader's Digest offers
all these *exclusive* benefits to advertisers:

1. **The largest proven audience of readers.** It is larger than any other magazine—weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read this magazine than look at the average nighttime network television program.
2. **The largest quality audience that can be found.** More people with greater spending power read the Digest than any other magazine. The higher the income group, the greater the Digest's share of the audience.
3. **Discrimination in the advertising accepted.** The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines. And for any product, it accepts only advertising that meets the highest standards of reliability.
4. **Belief in what the magazine publishes.** People have faith in Reader's Digest, in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly

Executive Vice President of Eureka Williams Corporation says:

"We Highly Recommend Bloomington-Normal For New Industry"

Bloomington-Normal is called the "Balanced Community," with Industry, Agriculture, and Education all thriving and stable. I feel this is an accurate and fair description. I would like to add that this "balance" prevents the community from experiencing the "boom and bust" cycles so prevalent in many areas.

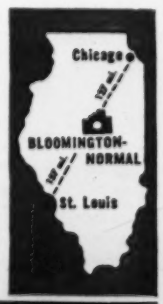
Eureka Williams Corporation has had a long and prosperous history here, and we confidently meet the challenge of competition from this medium sized middlewest community.

If plant expansion or decentralization has become necessary for your business, or if you plan to start a new business, I highly recommend that you check the potentials offered by Bloomington or Normal, Illinois.

H. J. Allemang
EXECUTIVE VICE PRESIDENT
EUREKA WILLIAMS CORPORATION

it's a fact!

Your advertising in the Pantagraph assures coverage of the Bloomington-Normal market area, containing 178,000 prosperous people with incomes 20% above the national average.



THE Pantagraph
BLOOMINGTON NORMAL, ILLINOIS
FULL COLOR NOW AVAILABLE
Represented by Gilman, Nicoll & Ruthman

'Coronet,' 'Field & Stream,' 'Your New Baby' Hike Rates

Coronet, *Field & Stream* and *Your New Baby* have announced new rates and circulation guarantees. *Coronet*, effective with its March, 1960, issue, will increase its circulation guarantee from 3,000,000 to 3,100,000 and will boost its ad rate base from $6,800 to $7,775 per b&w page. At the same time, *Coronet* will eliminate all charges for bleed, providing advertisers with 40% more space at no extra cost.

Effective with its January, 1960, issue, *Field & Stream* will increase its circulation guarantee from 1,000,000 to 1,100,000 and will boost its ad rate base from $4,200 to $4,800 per b&w page. *Your New Baby*, published by *Parents' Magazine*, will boost its circulation guarantee from 575,000 to 600,000 effective with its March, 1960 issue. Rates for a b&w page will be increased from $3,550 to $3,750.

EASE CREATIVE WORRIES

Agencies geared for publication ads haven't time for supplemental media. If clients want direct mail, dodge a creative job by recommending the media campaign. It creates good will and boosts sales. Works fine for your own promotion, too.

FREDERICK E. GYMER
2121 E. 9th St. Cleveland 15, O.

Asher Slacks Sets Drive

The Asher Co., Fitchburg, Mass., plans the largest campaign in its 70-year history for the 1959-60 season. It includes pages in the *New York Times Magazine*, a series of monthly ads in *Gentlemen's Quarterly*, *Ivy* and *Playboy* and a monthly trade schedule of pages in *Men's Wear* and *New England Register*. Advance flyers are being sent to more than 5,000 retailers. Copy theme is built around the "woman in his life." Chester Gore Co., New York, is the Asher agency.

how to start a gold rush

Pan a nugget. Pan another and another and another. Then you'll start a gold rush . . . a *continuity* of nuggets.

You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

Wren Gets Top Post in Grant of Canada

TORONTO, Oct. 6—Promotions of three key members of the staff of Grant Advertising of Canada were announced last week.

Joe Wren, formerly with Grant in Chicago, is now president and general manager of Grant of Canada. He came to Canada in 1951 as the account executive on Colgate-Palmolive and in 1955 was made vp and general manager in charge of the Grant offices in Toronto and Montreal.

■ R. B. Conroy and Sidney Wallach have been named vps of Grant of Canada. Mr. Conroy joined Grant in Detroit as a regional account executive on Dodge and later became account executive on all Dodge regional accounts. In 1958 he took over as account executive on the Plymouth tv account and early this year was made a Grant vp in the U.S. At present he is account supervisor of the Chrysler of Canada account in the Windsor, Ont., office.

Mr. Wallach has been with Grant since 1957. He was in its Hollywood office until he moved to Toronto this year as account executive on Chrysler of Canada. #

Siegler Corp. Names EWRR

Siegler Corp., Los Angeles, has appointed Erwin Wasey, Ruthrauff & Ryan, Los Angeles, to handle its new corporate advertising program. The company's 10 divisions will continue to promote their products and services through their own agencies.

STATEMENT OF THE OWNERSHIP MANAGEMENT AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 23, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233).

Of Advertising Age, published weekly at Chicago, Ill., for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, G. D. Crain, Jr., Chicago, Illinois.

Editorial Director, S. R. Bernstein, Chicago, Illinois.

Managing Editor, J. J. Graham, Chicago, Illinois.

Business Manager, C. B. Groomes, Chicago, Illinois.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Advertising Publications, Inc., 200 East Illinois Street, Chicago 11, Illinois.

G. D. Crain, Jr., 200 E. Illinois St., Chicago, Ill.; G. R. Crain, 200 E. Illinois St., Chicago, Ill.; S. R. Bernstein, 200 E. Illinois St., Chicago, Ill.; M. S. Bruns and R. B. Oleson, 5826 N. Whipple St., Chicago, Ill.; C. B. Groomes and D. A. Groomes, 200 E. Illinois St., Chicago, Ill.; M. E. Crain and E. F. Crain, 200 E. Illinois St., Chicago, Ill.; Kenneth C. Crain, 238 East 23rd St., New York City; L. C. Crain, 238 East 23rd St., New York City; J. B. Miller and M. A. Miller, 409 S. Second Ave., Maywood, Illinois; B. G. Rehm and H. M. Rehm, 4308 Churchill Rd., St. Matthews, Ky.; E. K. Hamlin, Route 1, Vandalia, Michigan; Mary C. Sanders, 611 Barton Place, Evanston, Ill.; Jessie W. Crain, Box 2059, Carmel, California.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affants full knowlege and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 46,785.

G. D. CRAIN, JR.
Publisher

Sworn to and subscribed before me this 15th day of September, 1959.

LELAND W. HAGMAN
(Seal)
(My commission expires April 9, 1960.)

Warren...

Warren Page, winner of big game hunting's top accolade, The Weatherby Trophy, has travelled six continents for his collection of rarities and "firsts." He is one of three Americans (along with Kermit Roosevelt) who has shot the French Equatorial bongo, rarest of all African trophies (see pic); he was the first modern sportsman to hunt successfully the equally rare blue or glacier bear of the Alaskan Yakutat; he has taken the exotic Indian mouse deer and the Kabul markhor, as well as virtually all North American game animals.

A ballistics expert, he developed the 6-millimeter cartridges adopted as the .244 Remington and .243 Winchester, sales phenomena of the ammunition field. A conservationist, he has conferred with Haile Selassie on Ethiopian game practices.

Warren is Field & Stream's gun editor—one of sixteen editors-in-the-field, the men who make the pages of Field & Stream ring with authority, who spell out the word that has been synonymous with Field & Stream for over sixty-four years. That word, gentlemen, is "quality."

Quality is what the Field & Streamer expects, and quality is what Warren and his editorial associates are eminently qualified to deliver . . . to over a million Field & Streamers. Average family income: $9,397.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

IN THE HOUSEWARES FIELD?

8 housewares advertisers pick the Post exclusively for knockout "Housewares Festival" in 23,000 stores!

Eight of the nation's biggest names in housewares (Bissell, Borg-Erickson, Cal-Dak, Corning Glass, Ekco, Hamilton Cosco, Rubbermaid, Wear-Ever) joined forces with 23,000 *irha* hardware stores for the first nationwide housewares promotion in independent hardware stores. To give the promotion maximum punch, the eight manufacturers ran a joint 4-color spread in the October 3 issue of The Saturday Evening Post – *exclusively!* (The Oct. 3 issue, by the way, was the biggest advertising revenue issue in Post history.)

Hardware and housewares advertisers invest more money ($1,000,000 more) and run more pages in the Post than in any other consumer magazine. Know why? Because of Post-Influentials – the folks who not only buy housewares, but *sell* them by word-of-mouth to their friends and neighbors. Know another reason? Because the Post is the Hi-Frequency medium where readers turn and *return* to your ad page more than 29 million times each issue.

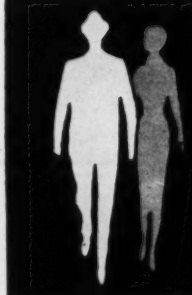
Wanna start something in the housewares field? Pick the Post – fastest-growing family magazine in its field.

HARDWARE & HOUSEWARES ADVERTISING

(Special PIB Tabulation – First 6 mos., 1959)

	PAGES	REVENUE
POST	139.42	$4,682,319
LIFE	104.25	3,632,123
LOOK	19.78	642,182

A CURTIS MAGAZINE



The Saturday Evening **POST**

Sell the Post-Influentials... with HI-FREQUENCY Ad Page Exposure!

Want to Sell ALASKA?

Sell the prosperous people of our booming 49th state through Alaska's Daily Newspapers – *The Ketchikan News, The Anchorage Daily Times* and *The Fairbanks Daily News-Miner*. There's gold in this vital northland market. Call your West-Holliday man now!

REPRESENTED BY
WEST-HOLLIDAY Co Inc
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

Plymouth to Push 'Intrinsic Value'; De Soto Shifts TV Stress to Spot

(Continued from Page 3)

sales in 1960, and will have an important effect in the sales activities of standard cars.

Mr. Chesebrough and Jack W. Minor, the division's director of marketing, indicated hard sell is back in business with them.

"No matter whether the industry hits a high volume or not," said Mr. Minor, "we will be selling our cars one at a time, to one customer at a time. And the merchandising plans are being put down on that basis."

■ Plymouth is selling its cars and building its advertising around the slogan "Solid for '60" and is putting forth the strongest and best balanced advertising campaign in the history of the Plymouth, Mr. Minor said.

"We have a brand new car loaded with brand new features, and our advertising will be factual and newsy," he said. "The biggest segment of the car buying public is looking right now for intrinsic value, we believe, and we will be driving solidly down the road to meet that demand."

Plymouth is buying in all media, he said. The NBC-TV Steve Allen show, reportedly representing an annual outlay of $5,000,000, will appear each Monday on 189 stations.

■ Color spreads and pages have been bought in consumer magazines, business and news weeklies, and sports, farm and mechanical magazines. Large-space insertions are planned for 3,000 daily and weekly newspapers; and outdoor is scheduled in 65 top markets. King-size bus posters will show in 32 markets. Spot radio, at a frequency varying from 25 to 75 spots a week, has been purchased for 65 major markets, with additional spots on sports and news programs on the entire Mutual network.

Plymouth is using a special direct mail program to approximately 1,000,000 present Plymouth owners, offering premiums and inviting them to special dealer previews.

N. W. Ayer & Son is the Plymouth agency.

■ De Soto will kick off its magazine program with a four-color spread in *The Saturday Evening Post* for Oct. 17, with others following in the Oct. 26 *Life* and Nov. 10 *Look*. Four-color pages will appear in *Time, Sports Illustrated* and *Newsweek*. Deviating from last year's practice, when followups were b&w, all follows in 1960 also are to be full color.

A distinctive, offbeat touch is to be used in some ads, completely devoid of copy except for a single-line head—"Nothing says quality like the 1960 De Soto."

Television will be used strongly in selective markets, where dealer volume warrants. There will be heavy emphasis and tie-ins on local weather, news and sports.

■ De Soto decided to go heavily into localized tv, instead of spot radio or network tv, to capitalize on already established local tv personalities.

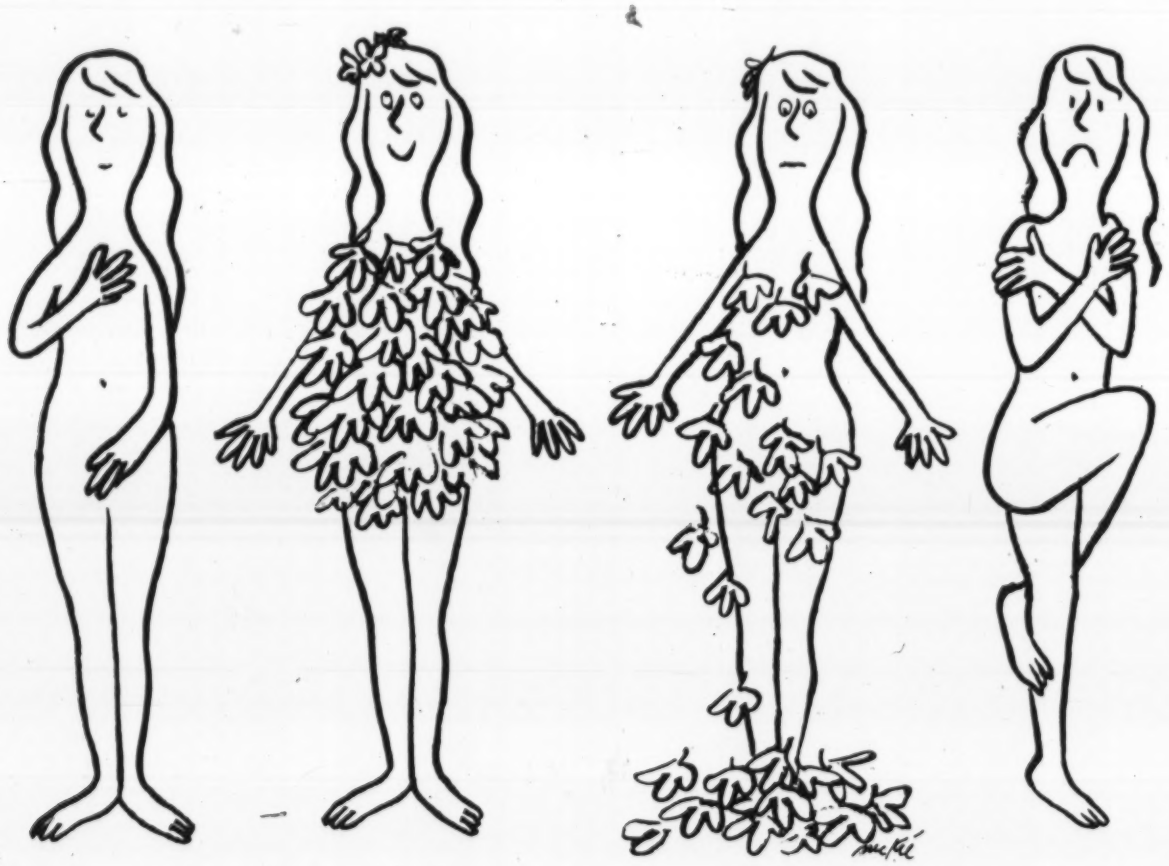
Key spot radio franchises where De Soto is long established are being maintained.

A total of 1,805 daily and weekly newspapers will be used in 1,419 cities. A pre-announcement direct mail campaign to 300,000 owners of late model De Sotos, consisting of a four-color brochure giving special viewing dates, is under way.

Batten, Barton, Durstine & Osborn is the agency. #

Trade Publications Move

Automotive Retailer and *Marine Dealer* are moving their editorial, executive and production departments from New York to the Sturn-Ruger Co. Bldg., Southport, Conn., during October. The two trade publications will be printed at the Wilson H. Lee Co. plant, Orange, Conn.



There are 4 every year

4 seasons that is – spring, summer, fall and winter – and each (from Maine to California) offers its infinite variety of climates.

Like the seasons, so, too, does the building industry have 4 – the architect, the engineer, the contractor and the building client – and each (from Maine to California) exercises an infinite variety of decisions on building products and equipment. Year in, year out, you'll need the approval of all 4 to get your product into a new building or major remodeling project.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact, FORUM is the only magazine whose growth keeps pace with the building industry itself.

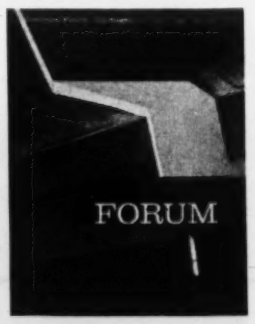
With the biggest circulation in the field – 60,000 – FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication.

Of FORUM's 21,000 client subscribers — 89% are concerned with building matters within their companies and 24% serve on building committees (church, school, etc.) in their communities.*

No matter what the season . . .

FORUM

delivers the entire specifying and buying power of the building market.



*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.

Magnum Photo, by Betty Elliott

What makes a newspaper great?

Valerie Elliott, aged 3½, is going fishing with her father's murderer.

Valerie is the daughter of one of five American missionaries speared to death in 1956 by savage Auca Indians in the jungles of Ecuador. Last year she went to live in that same jungle with her widowed mother and the sister of another of the dead men. The women's purpose: to teach the Gospel to the very Indians who killed their loved ones.

Recently, for the Minneapolis Sunday Tribune, George Grim went to the jungle's edge to obtain the dramatic story from these women—a story of their surpassing courage and its impact upon the pagan, primitive Aucas. "Faith Beyond Fear" by George Grim gave Upper Midwest readers a first person look at this tale of 20th Century faith triumphant over Stone Age barbarism. So moving was this unique picture-story report with George Grim's text and Cornell Capa's pictures that major newspapers from California to Massachusetts have brought it to their readers, too.

George Grim is an unusual newspaperman. Mild-mannered, informal, deceptively relaxed, he has tracked down front-page news items and heart-warming feature stories in almost six dozen countries. His on-the-spot reports have ranged from this story of Christianity in the Ecuadorian jungle to the hanging of Mussolini in Milan. He has described with equal fluency the breath-taking beauty of Brazil's hidden Iguassu Falls and heart-wrenching squalor among the peasants of China's Hunan province. And in between trips, he writes with equal sensitivity of his neighbors in a daily column, "I Like It Here."

George Grim is forever finding new people, places and things to write about. His energy, exuberance and fast-paced, knowledgeable reporting of affairs both global and local have won an enthusiastic following among his readers. Like so many of the men and women who staff the Minneapolis Star and Tribune, Grim brings an undeniable something extra to his job—one major reason why these two good newspapers have won the regular readership and responsive regard of an entire region: the 3⅓ state Upper Midwest.

Copr., 1959, The Minneapolis Star and Tribune Co.

Minneapolis Star *and* Tribune

EVENING — MORNING & SUNDAY

640,000 SUNDAY · 500,000 DAILY

JOHN COWLES, *President*

SOLD OUT on the CBS Radio Network

Aluminum Co. of America, Inc.; Ben Mont Papers, Inc.; The Borden Co.; Bristol-Myers Co.; Campana Sales Co.; Clairol Inc. (sub., Bristol-Myers Co.); Curtis Circulation Co.; Dumas Milner Corp.; General Electric Co. (Lamp Division); Hartz Mountain

Products Corp.; Helene Curtis Industries, Inc.; Kellogg Co.; The Kitchens of Sara Lee, Inc.; Mutual Benefit Health and Accident Assn.; Niagara Therapy Mfg. Corp.; Puritron Corp.; The Sandura Co.; The Tootsie Roll Co.; U.S. Plywood Corp.

Ira Rubel to Conduct 2-Day Seminar on Ad Agency Management and Operation

CHICAGO, Oct. 8—A two-day seminar on advertising agency management will be conducted by ADVERTISING AGE Nov. 5-6.

The seminar, to be held at the Palmer House, Chicago, is designed to help meet the need for greater knowledge of agency financial management, and to provide a forum in which top management representatives of advertising agencies can exchange ideas and experiences.

Subjects for discussion—all of which will be handled in workshop fashion, with ample opportunity for general discussion—include planning for more effective agency management; forecasting, controlling and cost accounting; incentives and executive security; agency services and charges; and agency mergers.

■ The seminar is being conducted by Ira Rubel, management consultant and CPA specializing in advertising agency work, with the assistance of Michael J. Rich, partner, Ira Rubel & Co., and Gustave Simons, member of the firm of Simons & Cuddihy, New York, law firm which has specialized in tax matters and the development of executive incentive programs.

Also on the "faculty" are four management executives of various-size advertising agencies:

• Norman Best, vp and general manager, Campbell-Mithun, Minneapolis.

• Herbert Gardner Jr., secretary-treasurer, Gardner Advertising Co., St. Louis.

• Carroll Cheverie, treasurer, Clinton E. Frank Inc., Chicago.

• Ernest Stern, treasurer, Edward H. Weiss & Co., Chicago.

Sessions will be held at the Palmer House, Chicago, beginning at 9 a.m. Thursday, Nov. 5. They will continue all through that day and evening, and will conclude at 4:15 p.m. on Friday, Nov. 6.

The cost of the conference is $135, including lunch and dinner on Thursday and lunch on Friday. Details and application blanks are available from Evelyn Glardon, ADVERTISING AGE, 200 E. Illinois St., Chicago 11.

Patterson Publishing Elects

Patterson Publishing Co., Chicago, has elected Wallace Patterson, publisher of *American Restaurant* and *American Motel*, and former vp of the company, exec vp. Charles Broffman, sales manager of *American Motel*, was elected a vp of the company and placed in charge of the eastern offices. Roy T. Anderson, assistant publisher, was elected treasurer and general manager of Patterson. Mrs. Alice L. Patterson was re-elected president.

Jonathan Peterson, U. S. Tobacco Co. President, Is Dead

GREENWICH, CONN., Oct. 7—Jonathan Whitney Peterson, 61, president of U. S. Tobacco Co., New York, died yesterday, following a heart attack, at Greenwich Hospital.

Mr. Peterson, who joined the tobacco company in 1921, represented the third generation in his family in the tobacco business. His father, Jonathan Peterson, was president of U. S. Tobacco at his death in 1929. His maternal grandfather, William Bissett, also had been in the business.

Born in Brooklyn, Mr. Peterson studied at Polytechnic Institute, the Choate School and Babson Institute. During World War I he served in the Navy.

In 1924, after three years as a salesman, he was named sales manager. Subsequently he served as vp and exec vp, and he was elected president of the company in 1946. U. S. Tobacco, in addition to manufacturing King Sano cigarets, is a large producer of pipe tobacco, chewing tobacco and snuff.

■ Mr. Peterson was also president of Ustco Products Corp., a wholly-owned subsidiary of U. S. Tobacco, which was organized this year following the purchase of Circus Foods, San Francisco manufacturer of canned nut products and candy bars (AA, June 15). He was also a vp and director of National Tobacco Co. Ltd., Montreal, and a director of the Irving Trust Co., New York. He was a member of the Union League Club, New York.

SAM E. GEARHART

FAYETTEVILLE, ARK., Oct. 6—Sam E. Gearhart, 72, vice-president and general manager of the Fayetteville Democrat Publishing Co., died Sept. 30 in a hospital here. Death was attributed to a cerebral hemorrhage. Mr. Gearhart had been with the company, which publishes the *Northwest Arkansas Times*, since 1940.

Mr. Gearhart, a newspaper man since he was 16, returned home last Tuesday night after attending the convention of the Southern Newspaper Publishers Assn., of which he was a former director. He became ill the following morning.

He was a past president of the Arkansas Press Assn. He was the third APA former president to die within less than 60 days. The others were Frank E. Robbins Jr., of Conway, and M. P. Jones Jr., of Searcy.

AL M. LANE

GREENSBORO, N.C., Oct. 6—Al M. Lane, 81, retired advertising man, died Sept. 22 in Wesley Long Hospital here. He had been in poor health for some time.

For many years Mr. Lane was a member of the advertising staff of the *Greensboro Daily News;* he had retired in 1953.

Mr. Lane was the oldest employe of the company when he retired and was also one of the oldest members of the company in point of service.

"When did I enter the advertis- business?" he once mused. "Why, it's hard to remember when I wasn't in it. I was getting up ads for a little paper in Georgia when I was 16 and still in high school," he said. He had joined the *Greensboro Daily News* in June, 1922.

JOHN T. JEFFREY

OMAHA, Oct. 6—John T. Jeffrey, 54, vp of Skinner Mfg. Co., died in an Omaha hospital Sept. 27. Mr. Jeffrey, who was in charge of Skinner advertising, had been ailing for more than a year. He had been associated with the company for more than 35 years.

Mr. Jeffrey was a member of the Omaha Advertising Club and Omaha Sales Manager's Club and was on the brokers committee of the Grocery Manufacturers Assn. He was well known to the grocery trade throughout the Midwest, South, and Southeast.

WILLIAM J. TEPE

LOUISVILLE, Oct. 6—William J. Tepe, 45, director of export advertising for the Brown & Williamson Tobacco Corp., died at St. Anthony's Hospital here Sept. 29.

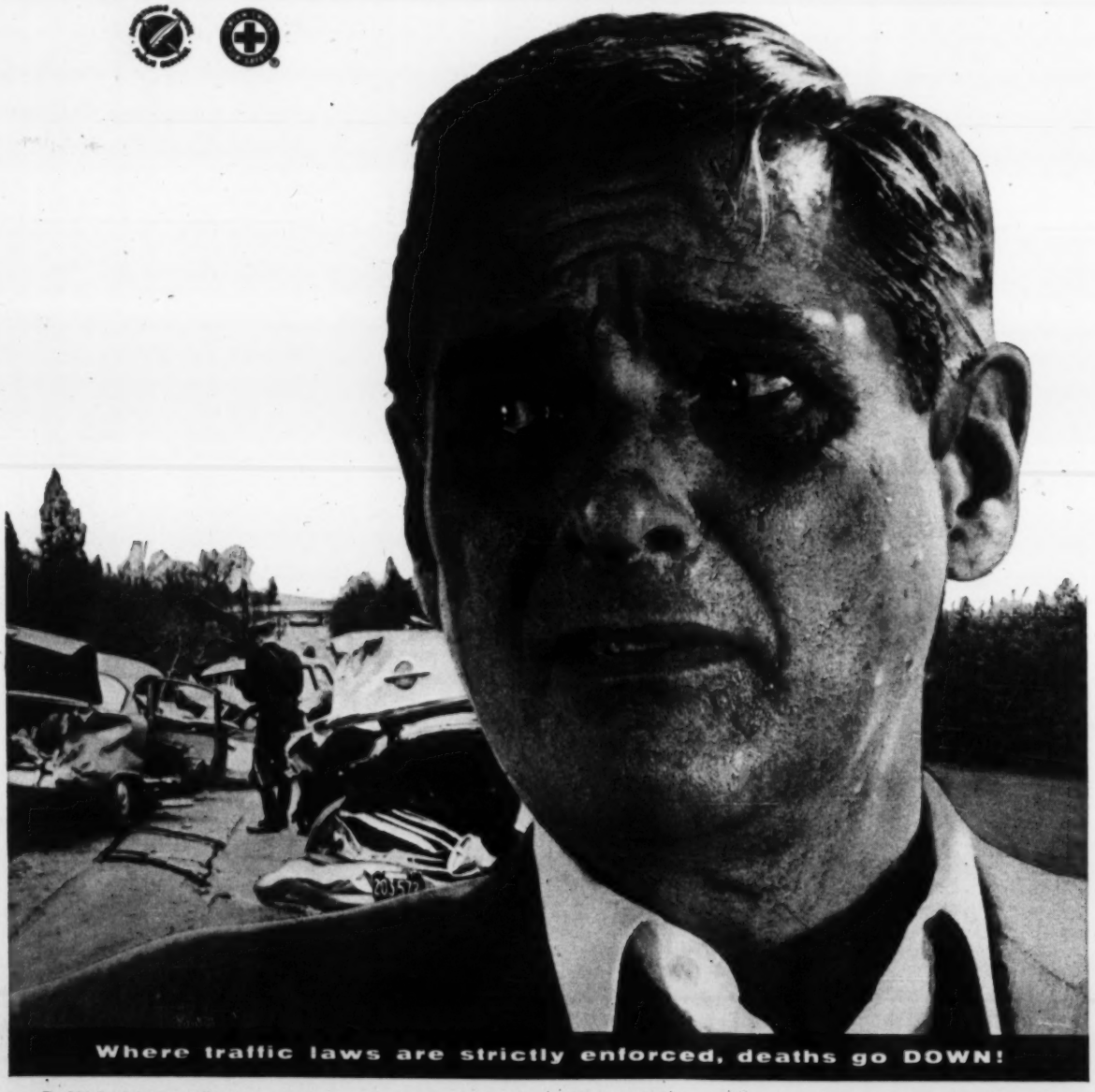
Mr. Tepe served overseas in World War II as an Army lieutenant. He was a member of the Advertising Club of Louisville.

A. M. B. SALVIATI

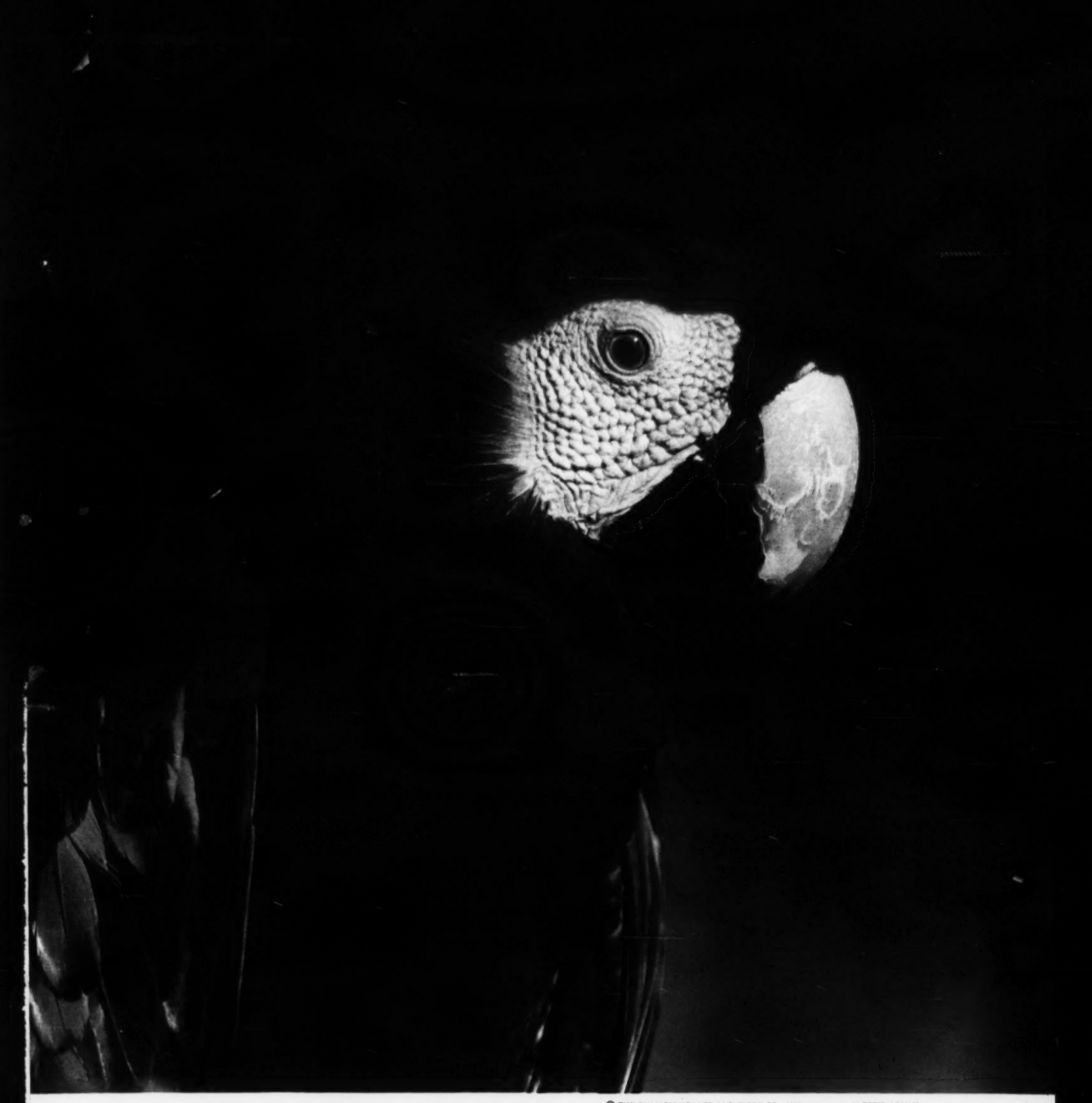
MONTREAL, Oct. 6—A. M. B. Salviati, 86, who in 1906 founded the first Italian-language newspaper published in Canada, *Gassetta del Canada*, died here Oct. 4. Mr. Salviati sold the newspaper in 1907 when he established the Salviati Travel Agency, in which he remained active until just before his death.

"I wish I could have done something to help . . ."

You can do something about traffic accidents! Drive safely yourself—obey the law. Sure. But you can do a lot *more!* Traffic accidents affect *everybody.* Reducing them is a community problem. Its solution calls for systematic, organized effort and cooperation with public officials—for teamwork and leadership. Here is where *you* can help. Join with others who are working actively to promote safe driving and secure strict enforcement of all traffic laws. Make your influence count. *Support your local Safety Council!*



Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.



© THE CHAMPION PAPER AND FIBRE CO., 1959 ALBERT GOMMI

How to make a colorful impression

The colorful plumage of the macaw serves as an exacting demonstration of the ability of Templar Coated Offset to deliver fine quality, detailed color reproduction. Its blue-white shade and smooth coated surface assure brilliant multi-color effects, dense blacks, and sharp, clear halftones. For pamphlets, folders, catalogues, house magazines, direct mail advertising and sales promotion material of all kinds.

For printed or plain samples write Champion's Advertising Department.

TEMPLAR®

COATED OFFSET

CHAMPION PAPERS

THE CHAMPION PAPER AND FIBRE COMPANY

HAMILTON, OHIO

These Merchants Can Supply You With

TEMPLAR COATED OFFSET

ALABAMA
Birmingham — The Whitaker Paper Company
Mobile — The Partin Paper Company
Montgomery — W. H. Atkinson Fine Papers

ARIZONA
Phoenix — Blake, Moffitt & Towne
Butler Paper Company
Tucson — Blake, Moffitt & Towne

ARKANSAS
Little Rock — Roach Paper Company

CALIFORNIA
Fresno — Blake, Moffitt & Towne
Los Angeles — Blake, Moffitt & Towne
Carpenter Paper Company
Oakland — Blake, Moffitt & Towne
Sacramento — Blake, Moffitt & Towne
San Francisco — Blake, Moffitt & Towne
Carpenter Paper Company
San Jose — Blake, Moffitt & Towne
Stockton — Blake, Moffitt & Towne

COLORADO
Denver — Graham Paper Company

CONNECTICUT
Hartford — John Carter & Co., Inc.
New Haven — John Carter & Co., Inc.

DELAWARE
Wilmington — Whiting-Patterson Co., Inc.

DISTRICT OF COLUMBIA
Washington — The Whitaker Paper Company

FLORIDA
Jacksonville — The Jacksonville Paper Co.
Miami — The Everglade Paper Company
Orlando — The Central Paper Company
Tallahassee — The Capital Paper Company
Tampa — The Tampa Paper Company

GEORGIA
Atlanta — The Whitaker Paper Company
Macon — The Macon Paper Company
Savannah — The Atlantic Paper Company

IDAHO
Boise — Blake, Moffitt & Towne

ILLINOIS
Chicago — Dwight Brothers Paper Company
Parker, Schmidt & Tucker Paper Co.
Decatur — Decatur Paper House, Inc.
Peoria — Peoria Paper House, Inc.
Quincy — Irwin Paper Company
Rock Island — C. J. Duffey Paper Company

INDIANA
Fort Wayne — The Millcraft Paper Company
Indianapolis — Indiana Paper Company, Inc.

KANSAS
Wichita — Southwest Paper Company

KENTUCKY
Louisville — The Rowland Paper Company, Inc.

LOUISIANA
New Orleans — The D & W Paper Co., Inc.

MAINE
Augusta — John Carter & Company, Inc.

MARYLAND
Baltimore — Garrett-Buchanan Company
The Whitaker Paper Company

MASSACHUSETTS
Boston — John Carter & Company, Inc.
Springfield — John Carter & Company, Inc.
Worcester — John Carter & Company, Inc.

MICHIGAN
Detroit — The Whitaker Paper Company
Grand Rapids — Central Michigan Paper Co.

MINNESOTA
Minneapolis — C. J. Duffey Paper Company
Inter-City Paper Company
St. Paul — C. J. Duffey Paper Company
Inter-City Paper Company

MISSISSIPPI
Jackson — Jackson Paper Company
Meridian — Newell Paper Company

MISSOURI
Kansas City — Wertgame Paper Company
St. Louis — Acme Paper Company
Shaughnessy-Kniep-Hawe Paper Company

MONTANA
Billings — Carpenter Paper Company
Great Falls — Carpenter Paper Company
Missoula — Carpenter Paper Company

NEW HAMPSHIRE
Concord — John Carter & Company, Inc.

NEW JERSEY
Newark — Central Paper Company
Trenton — Central Paper Company

NEW MEXICO
Albuquerque — Carpenter Paper Company

NEW YORK
Albany — Hudson Valley Paper Co.
Binghamton — Stephens & Company, Inc.
Buffalo — Hubbs & Howe Company
Jamestown — The Millcraft Paper Company
New York City — Forest Paper Co., Inc.
Milton Paper Co., Inc.
Pohlman Paper Co., Inc.
Reinhold-Gould, Inc.
Royal Paper Corporation
The Whitaker Paper Co.
For Export — Bulkley Dunton (Far East)
Bulkley Dunton S. A.
Champion Paper Corp., S. A.
Champion Paper Export Corp.
Rochester — Genesee Valley Paper Company

NORTH CAROLINA
Asheville — Henley Paper Company
Charlotte — The Charlotte Paper Company
Raleigh — Epes-Fitzgerald Paper Company

OHIO
Akron — The Millcraft Paper Company
Cincinnati — The Cincinnati Cordage & Paper Company
The Whitaker Paper Company
Cleveland — The Millcraft Paper Company
Columbus — Sterling Paper Company
Dayton — The Cincinnati Cordage & Paper Co.
Mansfield — Sterling Paper Company
Toledo — The Millcraft Paper Company

OKLAHOMA
Tulsa — Beene Paper Company
Tayloe Paper Company

OREGON
Portland — Blake, Moffitt & Towne
Carter, Rice & Co. of Oregon

PENNSYLVANIA
Allentown — Kemmerer Paper Company
(Division of Garrett-Buchanan Company)
Lancaster — Garrett-Buchanan Company
Philadelphia — Garrett-Buchanan Company
Paper Merchants, Inc.
Whiting-Patterson Company, Inc.
Pittsburgh — The Whitaker Paper Company
Reading — Garrett-Buchanan Company

RHODE ISLAND
Providence — John Carter & Company, Inc.

SOUTH CAROLINA
Columbia — Epes-Fitzgerald Paper Company

SOUTH DAKOTA
Sioux Falls — Sioux Falls Paper Company

TENNESSEE
Chattanooga — Bond-Sanders Paper Company
Knoxville — The Cincinnati Cordage & Paper Company
Memphis — Tayloe Paper Company
Nashville — Bond-Sanders Paper Company

TEXAS
Amarillo — Kerr Paper Company
Austin — Carpenter Paper Company
Dallas — Olmsted-Kirk Company
El Paso — Carpenter Paper Company
Ft. Worth — Olmsted-Kirk Company
Harlingen — Carpenter Paper Company
Houston — Southwestern Paper Co.
Lubbock — Carpenter Paper Company
San Antonio — Carpenter Paper Company
Waco — Olmsted-Kirk Company

UTAH
Ogden — Carpenter Paper Company
Salt Lake City — American Paper & Supply Company
Carpenter Paper Company

VIRGINIA
Norfolk — Epes-Fitzgerald Paper Company
Richmond — Epes-Fitzgerald Paper Company

WASHINGTON
Seattle — Blake, Moffitt & Towne
Carpenter Paper Company
Spokane — Blake, Moffitt & Towne
Spokane Paper & Stationery Co.
Tacoma — Blake, Moffitt & Towne
Yakima — Carpenter Paper Company

WEST VIRGINIA
Huntington — The Cincinnati Cordage & Paper Company

WISCONSIN
Milwaukee — Dwight Brothers Paper Company

CANADA
Toronto — Blake Paper Limited

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO

CBC Decentralizes Management;Seeks Exec for New Post

TORONTO, Oct. 6—Anybody know a good salesman?

The Canadian Broadcasting Corp. needs one in a hurry. He's the missing link in the organization's new hierarchy at Ottawa.

In announcing the big shakeup, CBC's president, Alphonse Ouimet, said the object of the changes was to "establish a more direct link between Ottawa headquarters and production centers and to effect a much needed reduction in the number of executives reporting to the president and to the corporation's vp, Ernest L. Bushnell."

Consolidation of the senior management at Ottawa involves the regrouping of eight departments and eight operating divisions or regions under four staff vps and three divisional general managers.

The vps, creation of whose positions was provided for in the Broadcasting Act promulgated last year, will be responsible for the following head office groups—programs and sales, engineering and operations, administration and finance, and corporate affairs.

■ In addition to being responsible for head office departments, the vps will advise the president and operating officers on the formulation and interpretation of standards and policies; they will evaluate performance and prepare long-range plans in their areas.

The three general managers will direct the activities of English and French network broadcasting and regional broadcasting.

Mr. Ouimet, who resumed fulltime duty on Aug. 4 after a seven-month absence, said the organizational changes were approved by the CBC board of directors at a meeting earlier this month, following a study of the 1959 parliamentary committee report.

■ The first position to be filled on the senior management team was that of assistant to the president. Col. R. P. Landry was appointed to this office in June.

The new officers, with previous positions in brackets:

- Marcel Carter, 45, vp, administration and finance (controller of management planning and personnel).
- R. C. Fraser, 43, vp, corporate affairs (director of public relations).
- J. P. Gilmore, 42, vp, engineering and operations (controller of operations).
- Charles Jennings, 51, general manager, regional broadcasting (controller of broadcasting).
- Marcel Ouimet, 44, (no relation to the president), general manager, network broadcasting —French (deputy controller of broadcasting).
- H. G. Walker, 51, general manager, network broadcasting —English (director for Ontario and English networks).
- Ernest L. Bushnell remains vice-president of the corporation. He continues as Mr. Ouimet's deputy and member of the board of directors. The new vice-presidents are not directors.

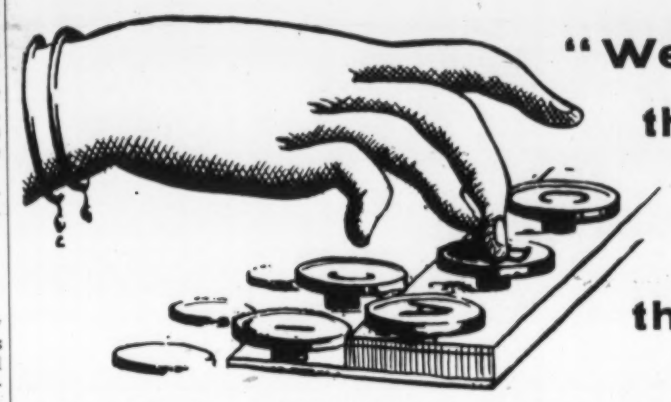
■ Mr. Ouimet said the corporation still is looking for the fourth vp, who would hold the key responsibility for programs and sales.

And there was laughter at the press conference when Mr. Ouimet enumerated the qualifications which the vp in charge of sales and programs must have: He must be a good Canadian and understand the cultural role assigned by legislation to the CBC. He should also have a great intellectual capacity, an appreciation of artistic values and a flair for knowing what the public wants.

At the same time, said Mr. Ouimet, he should be neither a highbrow nor a lowbrow. #

New Jersey Ad Club Offers 2 Scholarships to Rutgers

The Advertising Club of New Jersey will award two continuous yearly scholarships to the school of business administration of Rutgers University. The first scholarship of $500 will be presented to a freshman chosen by the university in the fall of 1960 and will be presented each year for four years to the same student. A similar scholarship will be awarded in the fall of 1961.



"We press the buttons... ...you do the resting"

Sheraton's got an exclusive in the hotel industry — an electronic reservation system called *RESERVATRON*. What does it do? It gets you confirmed reservations at any of Sheraton's 54 hotels in 4 seconds flat, that's what. And it's free, too. All you do is call the nearest Sheraton Hotel. SEND FOR FAT FREE BOOKLET: 96 pages chock full of facts about all of Sheraton's hotels in 39 cities. It'll be useful to you — and prove to us that you read this ad. Address: Sheraton Corp., Ad Age Ad #8, 470 Atlantic Ave., Boston, Mass.

covers *the entire State of* **Nebraska*** *daily, better than any New Orleans paper covers the New Orleans metropolitan area.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Tip of Texas Test Market

Circulation
93,602 ABC

National Representatives
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
New York Atlanta Chicago

Hire the top hand

to test in
the Tip of Texas

The Caller-Times is top hand in a great test market between the Gulf and the Rio Grande. Concentrated coverage where outside papers don't even make a dent: 36% in 23-county area, 76% in 11-county ABC retail zone. Write for complete market data.

The Corpus Christi Caller-Times

N. Y. Sales Execs to Reduce Dues Payments to NSE

National Group Rejects N. Y. Club's Offer but Says It Will Negotiate

NEW YORK, Oct. 6—Members of the Sales Executives Club of New York have voted to cut the dues the New York group pays to National Sales Executives.

Yesterday NSE's board of directors confirmed a ruling by its executive committee that a formal request by SEC for a change in its dues structure by the national organization could not be granted.

On Oct. 16 the board of directors of SEC will meet to take action on setting up a sliding scale of dues payments to NSE. It is expected to abolish the flat payment of $15 per member that the New York group pays to NSE, and to authorize a sliding scale, such as $15 for the first 1,000 members and $5 for each additional member.

This would cut SEC's annual payments to NSE from $45,000 to $25,000, based on the club's current membership of 3,000. The saving would be used by the New York club for its own activities and increased educational programs.

■ Philip J. Kelly, president of SEC and vp of Lynn Baker Inc., told ADVERTISING AGE that there is nothing in the New York club's constitution to prevent it from putting a sliding scale of dues into effect whenever it chooses.

"We have no desire to pull out of NSE, or to hurt the national organization in any way," Mr. Kelly said. "But our members feel that we have been paying too much to NSE and getting nothing for it. The whole matter boils down to a decision to pay NSE $25,000 a year instead of $45,000, and that's what we intend to do. If they don't want it, they don't have to take it. That's up to them."

Mr. Kelly said he had not been informed that the NSE board turned down SEC's formal request for changing its dues payments. Nobody from SEC was present at the hearing, he said.

Results of the membership poll launched by SEC last month (AA, Sept. 28), show that, of approximately 1,000 respondents, 85% voted in favor of SEC establishing a sliding scale of dues payments to NSE; 12% were opposed, and 3% expressed no opinion.

■ At NSE, an officer of the organization emphasized that although the board denied SEC's request for a change in dues payments, the door was left open for further discussion.

J. A. McIlnay, NSE president, who is vp of marketing, Electric Storage Battery Co., Philadelphia, was reported to have stated explicitly that the matter will be given further study.

Mr. McIlnay was the guest speaker yesterday at SEC's weekly luncheon meeting. Although he did not discuss the dues situation directly, he noted, in the course of his remarks on the importance of a positive attitude for sales executives, that the $15 which all NSE members pay in dues is only the beginning of an opportunity for them to serve in an organization dedicated to make marketing more effective. #

PERKY—*Hamilton Beach Co., Racine, Wis., is introducing its first automatic coffee maker with this color page in the October Better Homes & Gardens. Two-color newspaper ads will be used in 29 major markets in November. Clinton E. Frank Inc., Chicago, is the agency.*

water, water everywhere
in the SAGINAW, MICHIGAN MARKET
. . . and it leads to all the world's great ports

Water—the most important natural resource for the continued growth of any region—abounds in the Saginaw area. The importance of this abundance of water to the Saginaw market was revealed recently when Department of Agriculture officials predicted that this nation will double its need for water in the next 25 years. Not only has Saginaw an unlimited supply of fresh water for homes and industry, but this water leads directly to the world's great seaports through the St. Lawrence Seaway—two advantages that make this thriving production center even more attractive as an industrial location—two more facts insuring the continued expansion of this "going-growing" market.

Yes, here is a high employment market where consumers spend 16%* above the national average for the things you have to sell. It's a region known for its industrial and agricultural prosperity, and—to secure its future growth—for "the greatest fresh water supply in the world!" Establish your product in this "assured-future" market. Concentrate your sales message in The Saginaw News where it will be seen by more than 175,000 readers, and where you are paying only 23 cents a line for a net paid circulation of 50,786**.

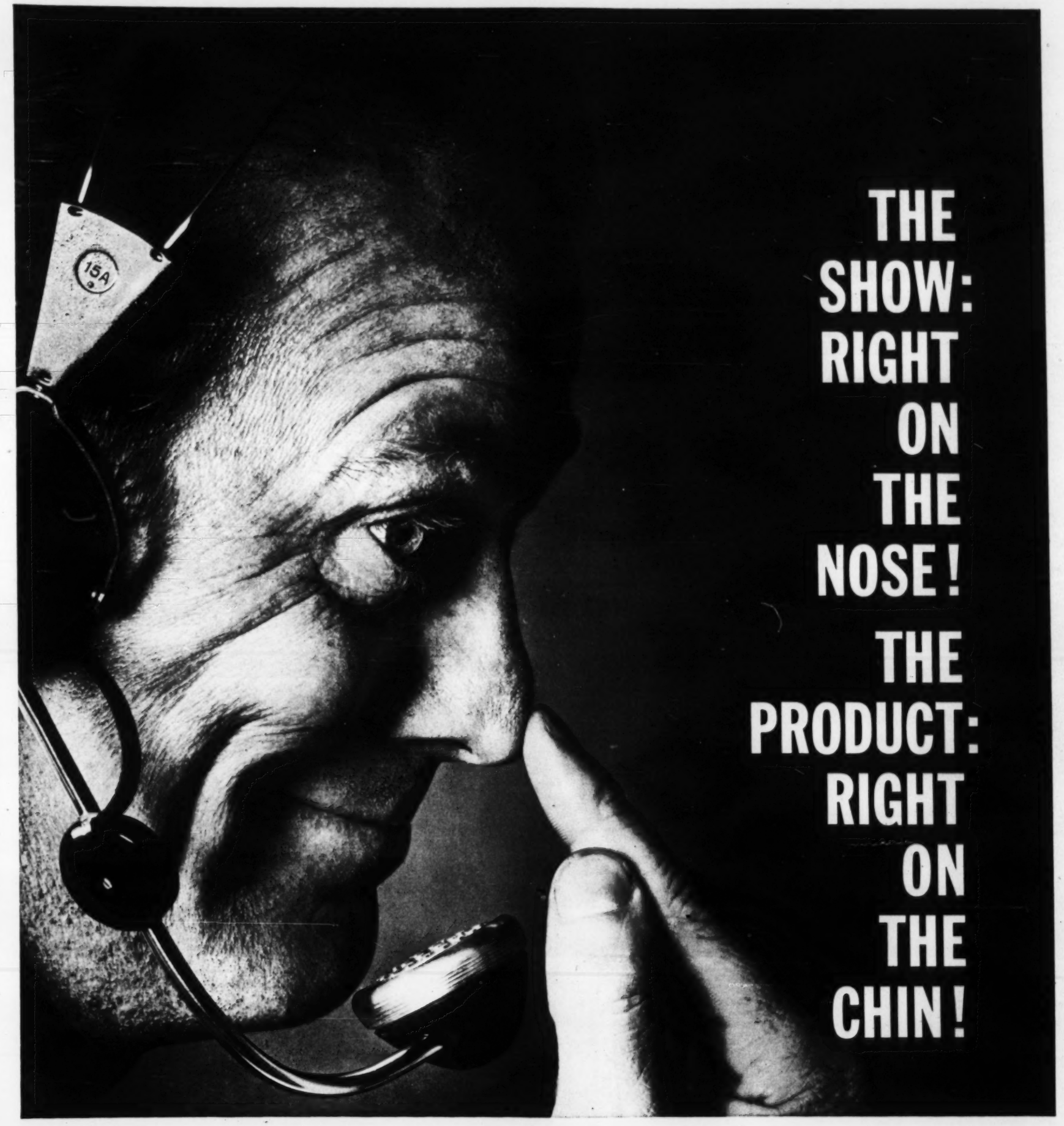
*Sales Management Survey
**ABC Publisher's Statement March 31, 1959

"The daily newspaper is the total selling medium"

THE SAGINAW NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



THE TV SHOW: Brilliantly conceived. Superbly staged. Skillfully paced, and timed "right on the nose."

THE COMMERCIAL: Frequently produced in haste. Short on ideas. Long on chatter. A fine product takes it "right on the chin."..... What does it take to make a commercial hold and sell an audience? Imagination. Skill. Experience. Ayer adds one more essential: Believability! **N. W. AYER & SON, INC.**

The commercial is the payoff

ALL THESE ADS IN LOOK WERE

The 30 full-page advertisements reprinted below appeared either in the March 17 or March 31, 1959, issue of LOOK. These issues were checked by Audits & Surveys, Inc., in gathering data for *A Study of Advertising Penetration in LOOK Households.* The figures accompanying each ad show its page number and the per cent of total LOOK reader-households (16,850,000) in which it was seen.

The penetration study reveals that an *average* ad page in LOOK is seen by one or more persons aged 10 or over in *90% of LOOK households*—or 15,150,000 different homes. This is *30%* of all homes in the United States. On a basis of *proved* exposure to a commercial message, the study shows that LOOK delivers an average of 659 households per advertising dollar, based on black-and-white page rates.

Page 36—Seen in **16,350,000** homes, **97%** of LOOK reader households

Page 43—Seen in **16,500,000** homes, **98%** of LOOK reader households

Page 35—Seen in **15,850,000** homes, **94%** of LOOK reader households

Page 82—Seen in **15,150,000** homes, **90%** of LOOK reader households

Page 46—Seen in **16,000,000** homes, **95%** of LOOK reader households

Page 3—Seen in **15,500,000** homes, **92%** of LOOK reader households

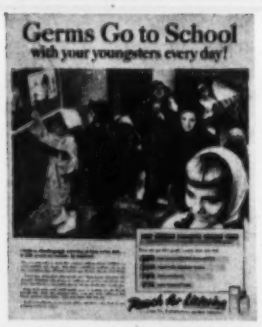
Page 9—Seen in **15,500,000** homes, **92%** of LOOK reader households

Page 10—Seen in **16,000,000** homes, **95%** of LOOK reader households

Page 11—Seen in **16,000,000** homes, **95%** of LOOK reader households

Page 16—Seen in **15,500,000** homes, **92%** of LOOK reader households

2nd cover—Seen in **15,350,000** homes, **91%** of LOOK reader households



Page 1—Seen in **15,350,000** homes, **91%** of LOOK reader households

Page 2—Seen in **15,350,000** homes, **91%** of LOOK reader households

Page 15—Seen in **15,650,000** homes, **93%** of LOOK reader households

Page 16—Seen in **15,650,000** homes, **93%** of LOOK reader households

AN AVERAGE LOOK AD PAGE IS

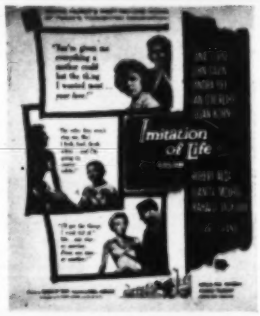
SEEN IN OVER 15,000,000 HOMES

It is significant that the position in LOOK of the reprinted ads ranged from the front of the magazine to the back—evidence of the thoroughness of LOOK reader traffic. Wherever your ad appears—as long as it's in LOOK—you get the benefit of high readership, *assured* readership, proved penetration into millions of homes throughout America. When your ad is in LOOK, you *know* it will be seen.

SPECIAL NOTE:

The advertisements reproduced on these pages were selected to represent a cross-section of major advertising classifications. A report on the household exposure of all LOOK ad pages in the two issues is available. The penetration study was a national one involving a probability-sample technique with personal interviews in over 4,000 households.

Page 63—Seen in **15,500,000** homes, **92%** of LOOK reader households



Page 6—Seen in **15,150,000** homes, **90%** of LOOK reader households

Page 2—Seen in **15,500,000** homes, **92%** of LOOK reader households

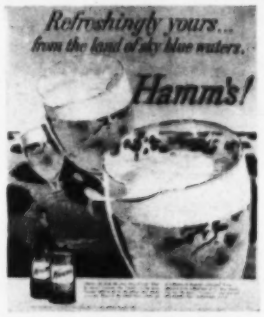
2nd cover—Seen in **15,500,000** homes, **92%** of LOOK reader households

Page 1—Seen in **15,500,000** homes, **92%** of LOOK reader households

Page 21—Seen in **15,500,000** homes, **92%** of LOOK reader households

Page 22—Seen in **16,000,000** homes, **95%** of LOOK reader households

Page 39—Seen in **16,200,000** homes, **96%** of LOOK reader households



Page 45—Seen in **15,650,000** homes, **93%** of LOOK reader households

Page 74—Seen in **15,350,000** homes, **91%** of LOOK reader households

Page 18—Seen in **15,650,000** homes, **93%** of LOOK reader households

Page 40—Seen in **15,650,000** homes, **93%** of LOOK reader households

Page 43—Seen in **15,500,000** homes, **92%** of LOOK reader households

Page 58—Seen in **15,850,000** homes, **94%** of LOOK reader households

Page 65—Seen in **15,350,000** homes, **91%** of LOOK reader households

SEEN IN OVER 15,000,000 HOMES

READ IN 16,850,000 HOUSEHOLDS LOOK *the exciting story of people*

West Germany Okays Commercial TV Net

(Continued from Page 3)

ence. Britain had 4,000,000 tv homes when commercial tv began there four years ago. It now has 10,000,000, and viewers have demonstrated an overwhelming preference for the channel carrying advertising.

Introduction of commercial tv had a major effect on the British advertising industry—and a similar impact is looked for here. In 1958, tv became the No. 2 medium in Britain, accounting for more than 10% of total advertising expenditures. More significantly, among the top 20 British advertisers, tv is now the No. 1 medium (AA, July 20).

■ Foote, Cone & Belding and Grant Advertising recently opened offices in West Germany, joining McCann-Erickson, J. Walter Thompson Co. and Young & Rubicam, all of which already have major operations here. McCann bills more than $10,000,000 in Germany, and JWT will move above that mark next year also.

The regional tv stations now operating in Germany are all controlled by the state governments; each allows only six minutes of advertising, between 7:25 p.m. and 8 p.m.

The commercial period brackets a half-hour program, with six to nine spots running before and after.

The limited amount of commercial time available has resulted in a "waiting room only" situation for advertisers. Station officials report that for the peak months of October, November and December they are overbooked by as much as 480%.

Orders for time had to be entered by Sept. 1. Agencies consider themselves lucky if they get as much as half of the time they request for clients.

■ Some of the stations are linked into networks. For example, Hessischer Rundfunk, the local tv station in Frankfurt, pools its commercial time with Munich, Stuttgart and Baden-Baden. A different half-hour show is beamed every night during the commercial period, with the stations alternating on the screen. The most popular programs on this network have been a pair from the U. S., "Father Knows Best" and "Inspector Garrett."

Cost for a one-minute spot on this four-station net is about $2,000, with only filmed commercials permitted. During the summer, time was sold out 100%.

Prime time is considered the closing commercial, which is followed on Hessischer Rundfunk by the 8 p.m. special events and top news show—most popular show on the local outlet, with an estimated 86% of set owners watching.

■ The lack of commercial time on German stations reflects arbitrary restrictions on advertising. Time-conscious Americans are appalled to discover that when a commercial show such as "Father Knows Best" winds up at two minutes before 8 p.m., the station then focuses its camera on a giant clock and for two precious minutes—that advertisers would be happy to buy—viewers watch the hands of the clock move up to 8, when the next show starts.

Television is receiving plenty of fight from the film folks who don't want their business ruined by the competition from the new medium. Top stars are restricted in their movie contracts from appearing on tv for a certain length of time after a new picture in which they star has its opening.

The film industry is trying to pressure television to show movies no more than a half-hour in length and not to show them on peak movie-going nights such as weekends and holidays.

■ Public—as well as advertiser—demand for a second channel has been mounting steadily in West Germany. Viewers have been reported to be dissatisfied with the culturally-accented programs of the state-run tv and with the one-station monopoly in each area.

While the government has given the go-ahead to commercial tv, there is still a considerable amount of opposition to the move in the country. In addition to the film industry, opposition comes from the state governments, which are jealous of their present sovereignty over broadcasting; newspaper and magazine publishers, concerned over how the new medium may effect their ad revenues, and the Social Democrats, the country's No. 2 political party, who fear that the new network might become a powerful propaganda tool in the hands of a strong central government. #

BBDO Names See VP

Henry W. See, group head on the Air France account and several segments of the American Radiator & Standard Sanitary Corp. account, has been named a vp of Batten, Barton, Durstine & Osborn, New York.

Again Architectural Record has CLEAR-CUT CIRCULATION

WITH THE TOP ARCHITECT AND ENGINEER CIRCULATION GAIN OF ANY MAGAZINE IN ITS FIELD SINCE JUNE 1958, ARCHITECTURAL RECORD AGAIN MAKES AVAILABLE TO BUILDING PRODUCT ADVERTISERS THE LARGEST ARCHITECT AND ENGINEER SUBSCRIBER AUDIENCE IN HISTORY. MORE SPECIFICALLY THE RECORD HAS...

Most architect subscribers..	18,543	(Progressive Architecture 17,457; Architectural Forum 14,779)
Most engineer subscribers...	10,096	(Progressive Architecture 8,115; Architectural Forum 4,912)
Most architect and engineer subscribers.....	28,639	(Progressive Architecture 25,572; Architectural Forum 19,691)
Highest renewal rate.....	62.30%	(Progressive Architecture 51.18%; Architectural Forum 48.45%)
Lowest cost per page per 1000 architect and engineer subscribers.....	$27.06	(Progressive Architecture $30.31; Architectural Forum $54.34)

Sources: Circulation and renewals—June 30, 1959 A.B.C. Publishers' Statements. Rates—announced rates effective January 1, 1960 for Architectural Record and Progressive Architecture; April 1 for Architectural Forum.

National Catholic Family Magazine

A million readers who spend a billion dollars each year.

DEC. ISSUE CLOSING OCT. 20

Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

St. Anthony MESSENGER

French Debuts Insecticide

R. T. French Co., Rochester, N. Y., has introduced an aerosol insecticide for dogs and cats called Shoo Flea. It retails for about $1 per 8 oz. can. No advertising is planned, and no agency has been appointed.

Black Joins Citrus Group

The Florida Citrus Commission has named William E. Black marketing specialist, a new position. He formerly was general manager of the Florida Tomato Committee.

Patterson Sets Regional Plan for 'American Motel'

CHICAGO, Oct. 7—Patterson Publishing Co. has announced that beginning with the January issue of *American Motel*, the magazine will offer regional coverage through the establishment of four regional circulation units—eastern, midwestern, southern and western. Rates for regional advertising will be based on the percentage of the total circulation in each region.

Wallace Patterson, publisher, said that regional manufacturers will now be able to use the magazine to cover portions of the national market corresponding to their distribution and sales patterns.

An innovation in space units will be the creation of a page and one-third, with rates below the cost of pages and one-third page units purchased separately. The purpose is to enable the advertiser to use an adjoining third-page in which to list his distributors and dealers.

Patterson Publishing Co. also has announced that, beginning in January, *American Restaurant* will step up its frequency from monthly to semi-monthly appearance (AA, Oct. 5). #

Blue Plate Foods Paces Sales of 'Shotgun Slade'

MCA-TV, New York, tv film distributor, has sold "Shotgun Slade" to Blue Plate Foods (Fitzgerald Advertising Agency) for alternate-week sponsorship in 39 cities in the South. Blue Plate Foods will begin showing the mystery-adventure series, featuring Scott Brady, in November in some markets, with the others set to start early next year.

Other new buyers of "Shotgun Slade" include Anheuser-Busch (Gardner Agency), for Busch Bavarian beer, in Missouri; Joseph Schlitz Brewing Co. (J. Walter Thompson) for Wisconsin; Armour & Co. (N. W. Ayer) for Nebraska; Sun Oil Co. (William Esty) for two eastern markets; Consumers' Co-op (Biddle Co.) for four markets in Nebraska and South Dakota, and Progresso Brand Quality Foods (Carlo Vinto Advertising) for two eastern markets.

Electro-Voice Names Jaqua

Electro-Voice, Buchanan, Mich., manufacturer of electro-acoustic products, microphones, phonocartridges, hi-fi speakers, and marine instruments, has named Jaqua Co., Grand Rapids and Detroit, as its agency. Henry H. Teplitz Advertising Agency, Chicago, is the former agency.

LEADERSHIP

Four more reasons why Architectural Record is your best buy for 1960...

1. Editorial leadership—Edited *specifically* for building's most important buying influences—architects and engineers. Most editorial pages. Most editorial awards. And Record editors have full access to the great building news resources of F. W. Dodge Corporation whose services to the building industry include *Dodge Reports, Sweet's Catalog Service* and *Dodge Construction Statistics.*

2. Preferred readership—Architects and engineers have voted Architectural Record "preferred" in 125 out of 140 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

3. Top verifiable market coverage—Over 85% of the total dollar value of all architect-planned building, nonresidential and residential, is in the hands of Record's architect and engineer subscribers.

4. Advertiser preference—Year after year more building product advertisers serve more architects and engineers with more pages of advertising in Architectural Record than in any other architectural magazine. Architectural Record is building's busiest marketplace.

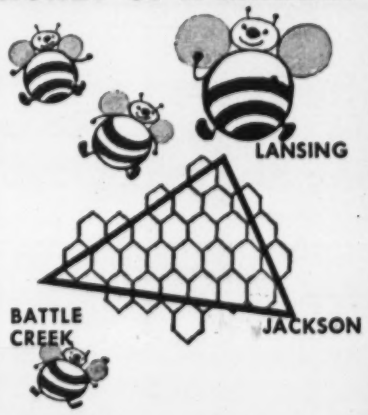
Architectural Record

119 West 40th Street
New York 18, N.Y.
"workbook of the active architect and engineer"

5 ways your best buy

Southland Center
Architects and Engineers: Welton Becket and Associates
Consulting Architect: Mark Lemmon
Photographer: John Rogers

QUEEN BEE IN MICHIGAN'S HONEY OF A MARKET



Things are buzzing in Michigan's rich Golden Triangle area! And only WILX-TV delivers the important metro areas of LANSING, JACKSON and BATTLE CREEK in one sweep . . . city-grade signal . . . studios at each point . . . dominant NBC service.

Mark these WILX-TV market facts:

- 11th largest population area (SRDS Consumer Market Data)
- 12th largest in total retail sales (Sales Management)
- 28th largest in TV homes (Television Age 100 Top Markets)

Sell the big and busy Lansing market (now 69th nationally with 313,100 population) . . . plus Battle Creek, Jackson and the populous Central Michigan area . . . with WILX-TV's powerful coverage.

contact
VENARD, RINTOUL & McCONNELL, INC.

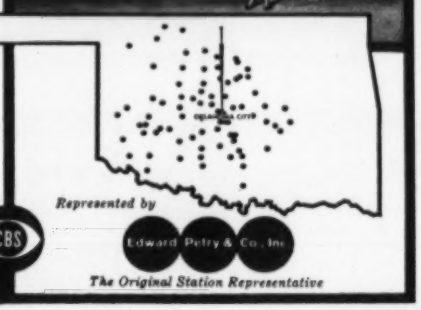
WILX-TV
Channel 10
Associated with
WILS—Lansing
WPON—Pontiac

A Student Educational Tour for the 54-County Community by KWTV OKLAHOMA CITY

1400 Oklahoma youngsters, from more than 85 cities and towns throughout the KWTV Community, packed two crack Santa Fe special trains . . . at student fares . . . for a two day, 1200 mile trip to the Gulf Coast area.

The youngsters were accompanied by KWTV personalities, whose shows promoted the tour.

A KWTV action-promotion in its 54-County Community!



Represented by Edward Petry & Co., Inc.
The Original Station Representative

BUY the TOWER with SALESpower in Oklahoma!

SALTY SIGNS—*International Salt Co., Scranton, Pa., is using outdoor for the first time for Sterling Halite melting crystals, with 30-sheet posters in the snow and ice regions this winter.*

Selinger Agency Is Formed; Ramsdell Converts to Ethical Drug Specialist

PHILADELPHIA, Oct. 6—Gerald F. Selinger has formed his own agency, Gerald F. Selinger Co., with offices in the new Barclay Bldg. in suburban Bala-Cynwyd.

Mr. Selinger, president, was formerly exec vp of Lee Ramsdell & Co. Joining him as account executive is John P. King, formerly merchandising director of consumer accounts at Ramsdell. Florence Smith, also formerly with Ramsdell, joins the Selinger agency as head of production. Also going with Mr. Selinger are a number of Ramsdell accounts.

■ At the same time, Lee Ramsdell announced that his agency has resigned some of its consumer and industrial accounts in order to concentrate on its clients in the ethical pharmaceutical and related fields. The agency is long-established in the preparation of advertising for pharmaceuticals, hospital supplies, surgical instruments and dental products.

It becomes the only agency here specializing in the ethical advertising field, but Ramsdell said this did not necessarily close the door on certain other types of consumer and industrial accounts.

■ Former Ramsdell accounts going to Selinger are: J. Theodore Cuthbertson Inc. (religious vestments); Patterson Oil Co.; William H. Horn Bros. (surgical stockings); Pennsylvania Wire Glass (corrugated glass); John Middleton tobacco; Lutheran Church Productions (film producer), and Lutheran Ministerium of Pennsylvania, all in Philadelphia; and United Lutheran Church Foundation, Schober Electronic Organs, and the *Christian Herald Magazine*, all in New York. New accounts are the *Tourist Court Journal*, Temple, Tex., and *Floor Covering Weekly*, New York.

Ramsdell accounts include Block Drug Co., Jersey City; Brewer Co., Worcester, Mass. (ethical pharmaceuticals); Carolina Absorbent Cotton Co., Charlotte, N. C.; Cook-Waite Laboratories division of Sterling Drug, New York (hypodermic needles); Summer Laboratories, Ambler, Pa. (ethical pharmaceuticals); S. E. Massengill Co., Bristol, Tenn. (ethical pharmaceuticals) and George P. Pilling Co., Philadelphia (surgical instruments). #

Dairypak to Duffy, McClure

Dairypak Butler Inc., Cleveland, food packaging manufacturer, has selected Duffy, McClure & Wilder, Cleveland, to handle an expanded national marketing-advertising program. The agency also has named Albert C. Werzel, former sales promotion manager of Industrial Publishing Corp., Cleveland, an account executive.

Nielsen Opens in Green Bay

A. C. Nielsen Co., Chicago, will open a new office in Green Bay, Wis., this month to accommodate expanding facilities for processing of marketing information for Nielsen clients.

How Air Express speeds solutions by electronic brain

IBM computers are the new tools of business. AIR EXPRESS helps them sum up complicated data—from all over the nation—with jet-age speed. Daily, AIR EXPRESS gathers and forwards thousands of vital business and scientific statistics, recorded on magnetic tapes and punched cards. These are then fed into IBM machines at key locations. Cost of this important service that assumes all shipping responsibility door-to-door? Only $7.07, for instance, for 15 lbs., Kansas City to New York (1104 air-miles). Other rates similarly low. Whatever you market . . . think FAST . . . think AIR EXPRESS first!

AIR EXPRESS

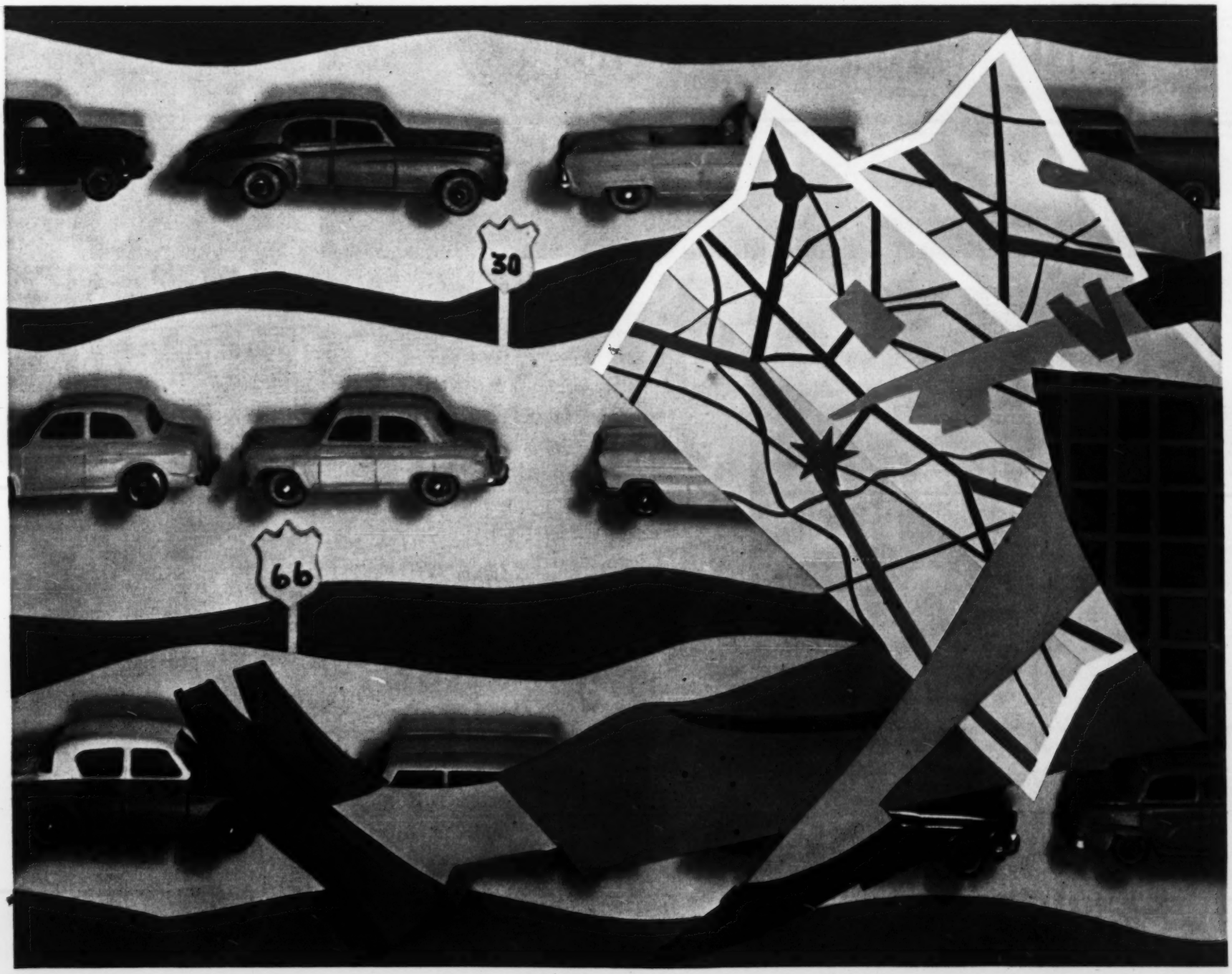
CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

WHEN YOU'RE **SELLING CARS**—REMEMBER

The Chicagoans with more money to spend...spend more time with the

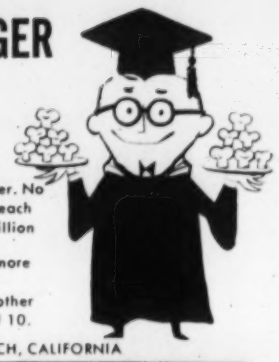
CHICAGO DAILY NEWS

The Chicago Daily News carries more new passenger car linage than any other Chicago daily paper. Why? Because the Daily News is read by the families who buy new cars—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. The Daily News median adult reader also spends at least 35% more time with his paper than readers of the other Chicago dailies.



WHICH IS LARGER

500,000 or 1/2 a million ?



Six of one, half a dozen of the other. No matter how you slice it, the Long Beach City Zone now exceeds the half-million mark!
And in the Long Beach City Zone, more than 7 out of 10 families read the Independent, Press-Telegram. No other daily is read by more than 1 out of 10.

LONG BEACH, CALIFORNIA

Independent | **Press-Telegram**
morning *Sunday* *evening*

Represented nationally by RIDDER-JOHNS, INC.

Wick Ingstad Maupin Boler Barnes Scofield

BROADCASTERS—*At the North Dakota Broadcasters Assn. meeting, John Boler, general manager, KXGO, Fargo, and new president of the association, relays an anecdote to Bert Wick, personnel manager, KDLR, Devils Lake; Bob Ingstad, KOVC, Valley City, out-going president; Leslie Maupin, commercial manager, KLPM, Minot; Tom Barnes, WDAY, Fargo, and Charles Scofield, KEYZ, Williston.*

HOW WEST AMERICAN INSURANCE COMPANY GETS "THREE-COLOR" PRINTING at very little more than ONE-COLOR COST

West American's
AUTO-MATIC RENEWAL PLAN

Outline of Procedure
★
Automobile Insurance

WEST AMERICAN INSURANCE COMPANY

Perhaps you've already seen the answer in this reproduction of a recent West American brochure. It's really very simple. Dark green ink on light green stock, with certain parts of the design screened, does the trick. It's highly effective, yet the added cost is negligible.

Colored inks cost only a little more than black inks; colored papers cost only a little more than white papers of equal quality.

Here's an idea which, applied to any long run, can result in great economy, actually gives a three-color effect with one press run.

Reproduced in half size. Actual size of booklet is 7" x 10". Job was printed on Beckett Offset, Green Wove, Vellum finish, 70 lb.

BUCKEYE-BECKETT PAPERS

SWATCHES OF COLORED PAPERS ON REQUEST

THE BECKETT PAPER COMPANY • HAMILTON, OHIO

Business Paper Ad Volume Up 6.6% for September, 'IM' Says

CHICAGO, Oct. 7—Business publication advertising volume for September, 1959, jumped 6.6% over September, 1958.

Totals at the end of September, 1959, show an increase of 2.2% (7,546 pages) over the volume reached at the end of the first nine months of 1958. Pages for the month of September were 6.6% (2,719 pages) higher than the same month last year. These figures represent the combined volume of approximately 320 business publications reported monthly in *Industrial Marketing.*

■ As a group, product news publications led the field, showing a September increase of 19% (454 units). The year-to-date volume was up 3.6%, representing an 823 unit gain.

Industrial publications showed a 7% increase (1,970 pages) in September, with a year-to-date gain of 2.3% (5,379 pages).

Trade publications were up 3.6% (197 pages) in September. These publications showed a year-to-date increase of 1% (462 pages).

Publications in the export group gained 3% in September, but the year-to-date total still trailed 1958 by 1.3%.

Up for the month also were class publications. They showed a 1.5% increase (62 pages) in September, with a 3.1% increase (1,020 pages) in the year-to-date totals.

Walker, Riley Boosts Cutler

Herbert W. Cutler, account executive, has been named vp of Walker, Riley, Becker, Sarasota, Fla. Mr. Cutler will continue to handle the company's real estate development clients as well as a new industrial account.

Ferrari Moves to Sines

Raymond L. Sines & Associates, San Francisco, has been appointed to handle direct advertising and publicity for Ferrari Inc., American importer and distributor of the "Baby Ferrari," children's sports car.

Johnson Opens Own Agency

Oliver Johnson has opened the Ollie Johnson Advertising Agency at 249 Marycrest Plaza, Kankakee, Ill. The telephone is Wells 9-2913. Mr. Johnson was formerly national advertising manager of the *Kankakee Journal.*

Dussault Joins Acro

Lawrence O. Dussault has been appointed advertising manager of the Acro division, Robertshaw-Fulton Controls Co., Columbus, O. Mr. Dussault was formerly with National Advertising Co., division of Minnesota Mining & Mfg. Co.

3 new valuable selling tools in the MIAMI MARKET

(1)

JUST OFF THE PRESS!

1959 TOP TEN BRANDS

personal interview study of the Greater Miami Market

Contains consumer-preference ranking of OVER 900 BRAND-NAME PRODUCTS in GROCERIES and DRUG STORES

Food products, beverages, drugs, toiletries, cosmetics, cigarettes, television sets, refrigerators, automobiles, and lots more — some 1120 brand-name products in 130 different classifications.

Also population-characteristics, data on housing, incomes, age groups, etc. Comparison percentages of brand-preferences in 1959-1958-1957 show the competitive positions and trends of brands in many lines.

TOP TEN BRANDS study of Greater Miami is now being conducted on a continuing basis throughout the year. This innovation eliminates distortions caused by the sporadic effects of special promotional campaigns or seasonal variations.

(2) New, up-to-date **GROCERY ROUTE LIST** of Greater Miami

A valuable guide to routemen and sales representatives.

(3) New, up-to-date **DRUG STORE ROUTE LIST** of Greater Miami

A complete directory of retail outlets, jobbers and wholesale distributors.

FREE COPIES OF ALL 3 now available

Write to The Miami Herald, Miami, Florida . . . or contact Story, Brooks & Finley, National Representatives.

The Miami Herald

THE TOTAL SELLING MEDIUM IN SOUTH FLORIDA • FIRST IN THE NATION IN FOOD ADVERTISING

HOLD IT — before completing your Iowa newspaper schedule!

Are you relying on just one "state-wide" daily* paper to cover *all* of Iowa? Then you're getting only 19% coverage, missing 4 out of 5 homes in the Quality Quarter! These 22 counties contain a quarter of Iowa's total buying power: over 25% of the households and retail sales. But with the newly-formed *Iowa Three* group, you get 62% coverage, with *truly* local, hometown acceptance and influence *where* you want it. Look again! You'll see why you need these three newspapers to sell the fast-growing, most profitable fourth of Iowa.

**Don't be fooled by "state-wide Sunday coverage! National advertising usually runs daily.*

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.; Jann & Kelley, Inc.; Story, Brooks & Finley

INDUSTRY PUSH—*Products of 20 electrical manufacturers will be featured in this Give Better Electrically Christmas ad. A color spread plus a Dutch Door unit, it will run in the Nov. 21 Saturday Evening Post. Edison Electric Institute is tying in with commercials on "The Price Is Right" and "Split Personality" (both NBC-TV) and is also supplying a merchandising kit for retailers. Batten, Barton, Durstine & Osborn is the agency for GBE; Fuller & Smith & Ross for EEI.*

In Philadelphia nearly everybody reads The Bulletin

— The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Coming Conventions

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 16-17. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

Detroit Sales Executives Start Educational Program

The Detroit Sales Executives Club currently is conducting a three-phase educational program for aid to sales managers and top executives in the southeastern Michigan area. The phases are: (1) Six participation and demonstration sessions, already under way, covering the major problems of sales executives today. Each will be conducted by a member recognized as a top specialist in his field; (2) sponsorship of a 16-week course in professional sales management to be handled by adult education divisions of Wayne State University and University of Michigan, and (3) a one-day sales management conference slated for Oct. 13.

"Time dijo..."

"Time dijo..."

"...oil has...coffee hasn't... tariffs aren't...trade will..."

The rise and fall of other countries' tariffs, subsidies, production and power is especially important to the growing nations and industries throughout Latin America . . .

For up-to-date, to-the-point reporting that spots trends at the start and covers news in depth—with emphasis on U. S. activities—Latin American leaders rely on TIME. They read it faithfully every week.

So when they get together to discuss the international news events that can affect their planning, they have frequent occasion to say "TIME dijo"—"TIME said."

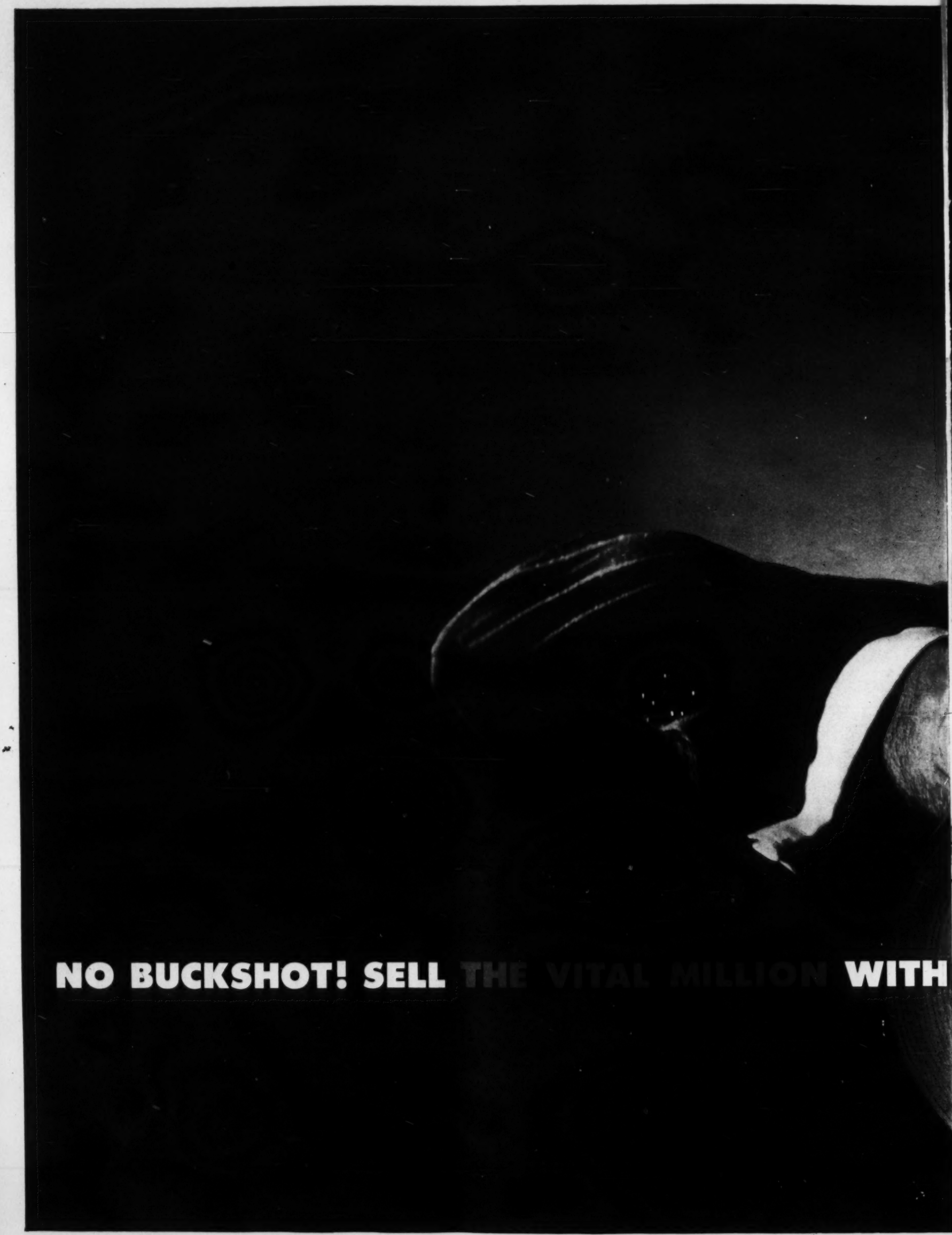
The most talked-about magazine in Latin America

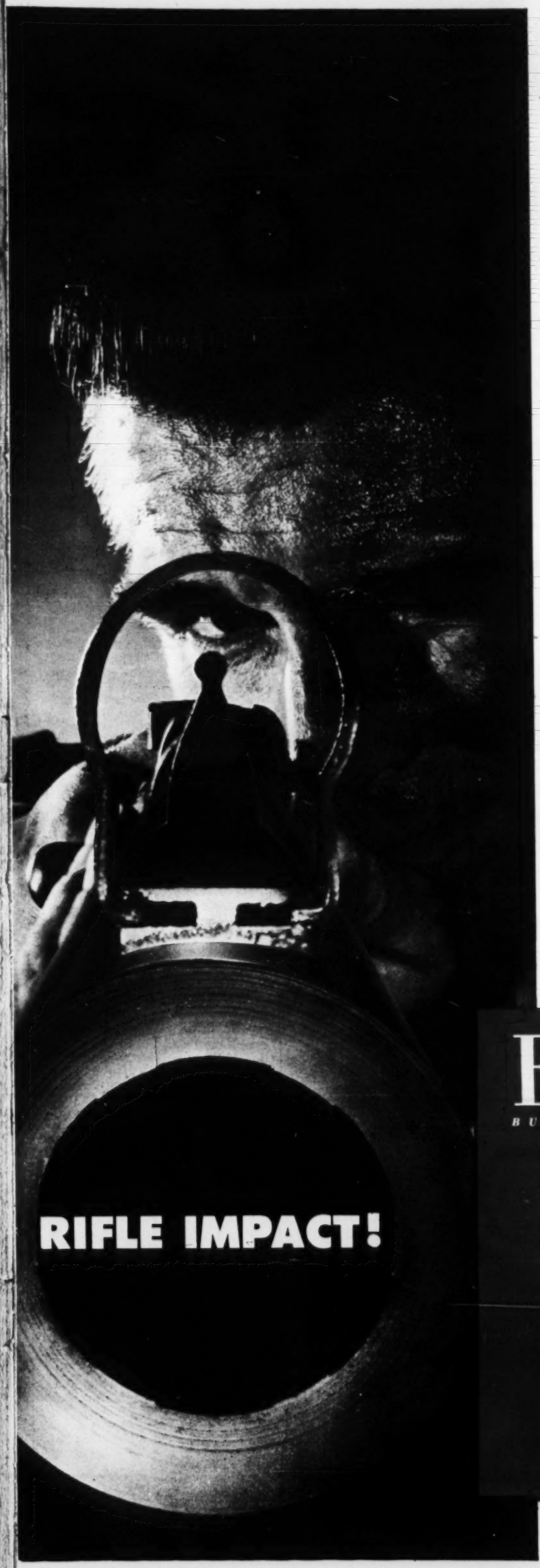
TIME
LATIN AMERICA

"Time dijo..."

"Time dijo..."

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.


NO BUCKSHOT! SELL THE VITAL MILLION WITH



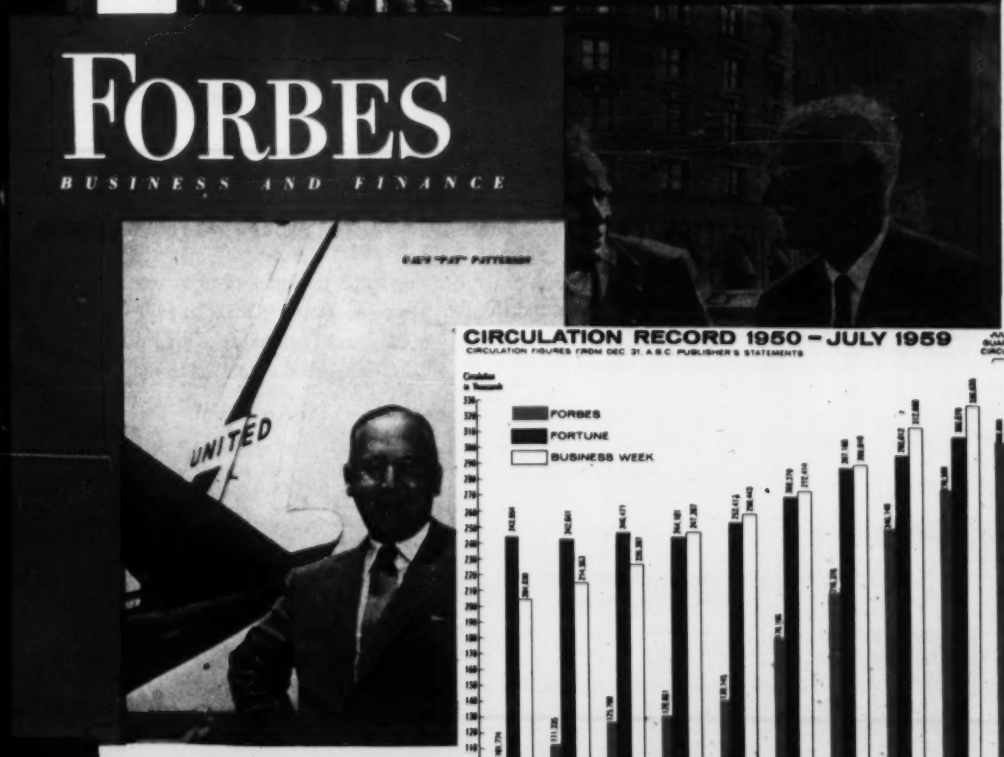
Talk about efficiency! "The Vital Million" market is the greatest *concentration* of purchasing power offered by any magazine field. Your advertising is delivered directly to America's top business men with rifle impact through the pages of the three major business-management magazines!

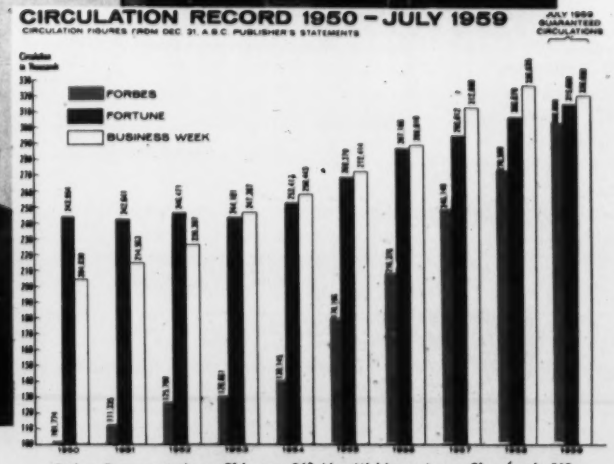
Forbes is a semi-monthly... Business Week a weekly... Fortune a monthly. They give you greater flexibility in setting up your schedules, exceptional opportunities for precise timing and repeat impressions in media that top executives read, respect, remember.

All this and economy too! Just check the figures. A black-and-white page in all three magazines costs just a little over $10,000 on a one-time basis. That means you reach "The Vital Million" for only a penny each!

This is power! This is efficiency! This is impact! No buckshot—every single copy of these three great business-management magazines pinpoints your selling message to the men who make the buying decisions. Get all the facts on this major market now. Ask your Forbes representative for the full story.

FORBES Magazine 70 Fifth Ave. N. Y. 11, N. Y.





Forbes Representatives—Chicago: 360 No. Michigan Ave. Cleveland: 562 Hanna Bldg. Dallas: 1416 Commerce St. Los Angeles: The Menne Co., 711 S. Vermont Ave. San Francisco: The Menne Co., 114 Sansome St.

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU

Columbus' industrial output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.

Attractive Optional Combination Rate With Morning Ohio State Journal Available

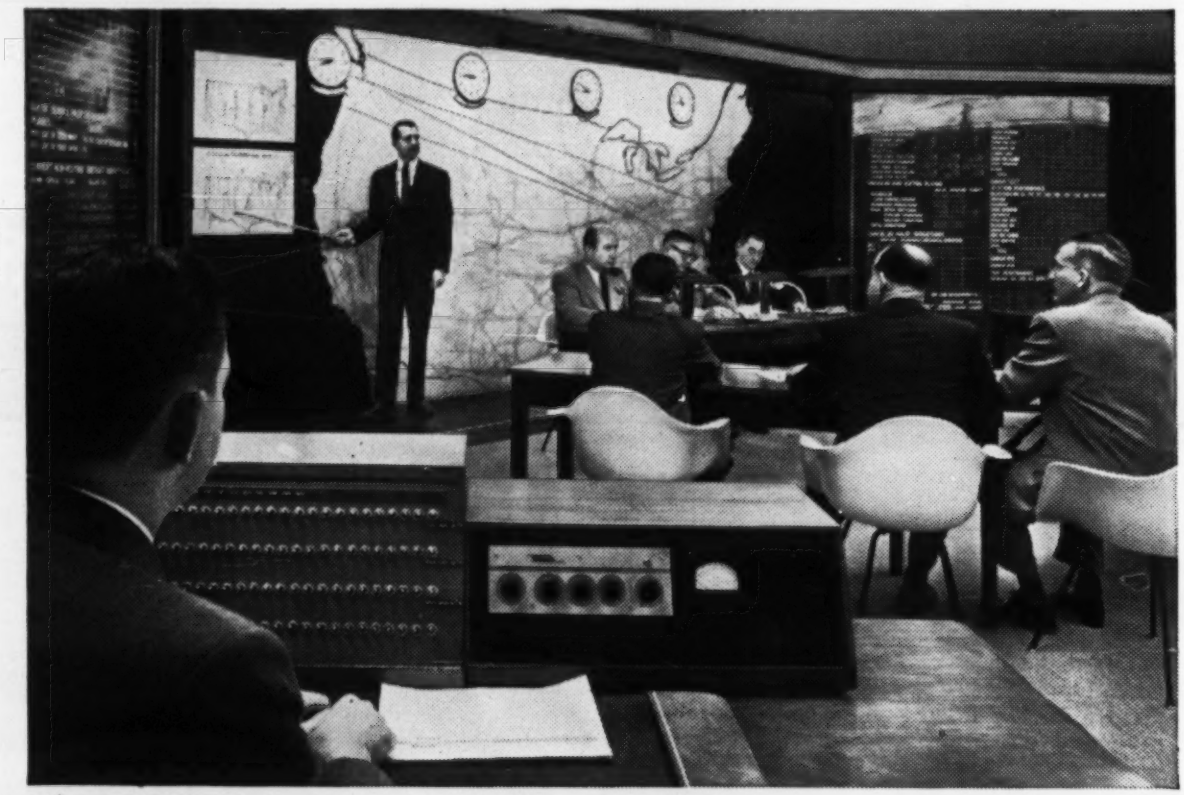
Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . . The Dispatch has the selling power.

The Columbus Dispatch

Wilson Mannion Dobrinsky

LOOKS GOOD—*Ad execs attending the convention of the Newspaper Advertising Managers Assn. of Eastern Canada held in Montreal look over the layout of a large newspaper ad. They are Eric Wilson, advertising director, Montreal Star; E. J. Mannion, advertising director, Thomson Newspapers, and Ben Dobrinsky, director of advertising, Steinberg's Ltd., a guest speaker at the convention.*



AIR FREIGHT EXCLUSIVE

Central GHQ for cargo insures extra care for your shipment on United Air Lines

United Air Lines' unique Denver operating base includes centralized cargo control. This permits minute-to-minute scheduling of space on the more than 900 United flights daily. There's always a "right flight" for your cargo. When you call United, you're *promised* space (Reserved Air Freight) to any of 82 cities—and on as little as three hours' notice!

AND MORE "EXTRAS"

2000-community service. United serves more major markets than the combination of cities offered by any other line.

Largest high-speed cargo fleet. In addition to DC-6A Cargoliners, United passenger DC-7s and other Mainliners carry air freight.

Door-to-door pickup and delivery makes shipping United as effortless as dropping an Air Mail letter in the box.

Radar on every United Mainliner® helps guide shipments past delaying weather, helps you keep delivery promises.

FREE BOOKLET

tells how United Air Lines saves shippers money, provides better service. How about you? Just write to Cargo Sales Division, United Air Lines, 36 South Wabash Ave., Chicago 3, Illinois.

UNITED AIR LINES

YOU PAY NO MORE FOR EXTRA CARE WHEN YOU SHIP UNITED AIR LINES

Canada Dry Uses Disney TV Show for Family Lure: Brown

NEW YORK, Oct. 6—A soft drink manufacturer last week gave a candid analysis of why his company chose to "swim against the tide" in the industry and spend its money on a regular network tv series this fall.

W. S. Brown, vp in charge of marketing for Canada Dry, said Canada Dry chose a regular network series rather than spots or a spectacular as a means of (1) telling the company's story of the development of a multi-product, multi-size line with 72 different items; (2) establishing a new corporate image of variety plus quality and (3) moving goods faster.

He discussed the reasons for the company's decision to sponsor "Walt Disney Presents" on alternate weeks on ABC-TV at an advance showing of the program here last week.

Mr. Brown said the Disney program was chosen because of these considerations: Prestige values, merchandising pluses, sponsor identification potential, all-family appeal, and marketing and promotion possibilities.

He termed it a "wholesome, believable vehicle for our commercial messages about a basic food product associated with the more entertaining, pleasanter side of life . . ."

■ The problem of catering to local taste preferences for Canada Dry products will be solved, he explained, through local cut-ins for the commercials.

J. M. Mathes Inc. is the agency. #

'Arizona Daily Journal' to Bow in March, 1960

A target date of March 17, 1960, has been set for the first edition of the *Arizona Daily Journal*, the new Phoenix daily newspaper planned by Clinton D. McKinnon and Arizona Newspapers Inc. Mr. McKinnon is president of the North Shore Publishing Co., San Diego, and owns a number of California weeklies. He also is president of Alvarado Television Co., Albuquerque, and an owner of KVOA, Tucson.

Morris Joins Lowe Runkle

Ben Morris, Oklahoma actor and radio-tv performer, has joined the radio-tv department of Lowe Runkle Co., Oklahoma City.

aim for Seattle!

Media marksmanship pays first prize here—when you're ON TARGET with The Seattle Times!

Hit 221,549 reader families!

No other newspaper or national magazine arms you with such needle-point accuracy in buying the busy Seattle market.

Aim for Seattle and raise your sights to greater sales!

Now ready—"*Sales Eye View*"! New Seattle market facts . . . new penetrating analysis . . . sound reasons for selecting Seattle and The Seattle Times. Write for your free copy now!

The Seattle Times
SEATTLE'S ACCEPTED NEWSPAPER

Represented by
O'Mara & Ormsbee, Inc.
NEW YORK • DETROIT • CHICAGO
LOS ANGELES • SAN FRANCISCO
Member Metro Sunday Comics, Metro Rotogravure Group and Farwest Rotogravure Group

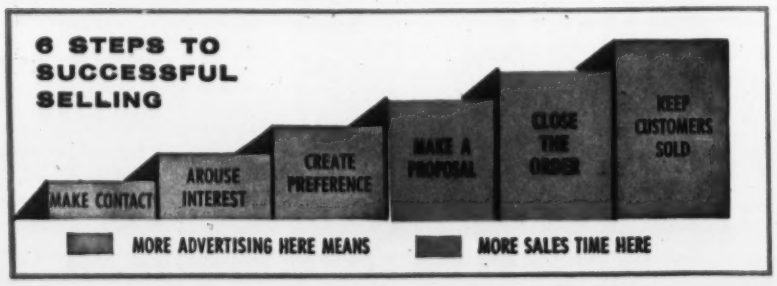
"50% OF OUR SALES CONTACTS ARE MADE THROUGH BUSINESS PUBLICATION ADVERTISING"

"Market growth and training requirements limit the extent of our salesmen's activities," relates John F. Spaulding, President of Skil Corp. "In order to reach new markets as well as established users, we depend on advertising in the leading business publications for half of our sales contacts. We know of no better way to reach all buying influences in each prospect company in order to stimulate interest and new applications for our products."

IF WHAT YOU MAKE OR SELL is bought by business and industry, you "mechanize" your selling when you *concentrate* your advertising in those McGraw-Hill publications serving your major markets. This helps you maintain contact with prime buying influences who buy and read these magazines . . . opens new doors . . . talks to prospects in their own language . . . gives your salesmen more time to make specific proposals and close sales.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.



Mr. Spaulding demonstrates the new Snap/ Lock Tool line, which Skil is now introducing through multi-page advertisements in leading business publications.

Ouah Accent is showin'
When we tell you, honey:
The Atlantic City Press covers the South!
South Jersey, that is...

And that's not all . . . over and above its established influence throughout Southern New Jersey's three rich counties of Atlantic, Cape May and Cumberland, the Press, having reached the greatest number of summer vacationists on record, will reach an additional 150,000 or more potential buyers from among those attending conventions in Atlantic City, from now until the end of the year.

Atlantic City Press

Southern New Jersey's "Good Morning Newspaper"
Rolland L. Adams, *President*
Scolaro, Meeker & Scott, Inc., *National Representative*

Drive for Mass Circulation Forces Big Magazines to Seek 'Low Level': Deems

NEW YORK, Oct. 6—Hearst Magazines—whose publishing philosophy is geared to the "special interest" magazine—took a critical look today at "big number, mass competitors" who are "being forced to publish cheesecake spectaculars to create new, lower level reader interest."

In a talk before the third annual luncheon of Hearst Magazines, Richard E. Deems, exec vp, reviewed the current operations of the Hearst company and at the same time warned of "dangers" inherent in bigness and success. He said the "soundness" of the Hearst publishing philosophy of special interest magazines could best be illustrated when compared with "mass magazines."

"As we anticipated," said Mr. Deems, "the mass magazines—embroiled as they are in a frantic effort to outdo each other in acquiring multi-million circulation figures—are being forced to trade down both in quality of their editorial content and the methods they employ to acquire new subscribers.

■ "They are being forced to publish cheesecake spectaculars to create new, lower level reader interest," he said. "They are carrying unprecedented arrearages and using all kinds of high pressure methods to secure additional circulation in order to maintain the radically upped rate bases they have established."

Mr. Deems said that the soundness of the Hearst philosophy is reflected in circulation and advertising gains scored by the magazines in the first eight months of the year. He said that Hearst Magazines published 71,326,475 copies in the first eight months of 1959, as compared with 68,697,500 copies in the like period in 1958.

Ad pages for the first eight months, he said, totaled 6,676 pages, as compared with 6,444 in the like period the preceding year. The last four months of 1959 will show an even higher rate of increase in both circulation and advertising, Mr. Deems said. #

NO MORE ROOM AT THE TOP!

There's room for just *one station* at the top in any television market — and in Central Iowa that station is WHO-TV!

For example, in the NSI Report for 27 Iowa counties (July, 1959) WHO-TV delivers more homes in more quarter hours than any other station. ARB (see below) gives WHO-TV the No. 1 position in the metropolitan area, too.

Local programming is a true measure of WHO-TV's determination to stay on top. Selections from our large library of film packages*, featured each weekday along with regular news reports on Family Theatre (Noon-2 p.m.), The Early Show (4:30 p.m.-6:05 p.m.) and The Late Show (10:30 p.m.-Sign-Off), *deliver more homes in 190% more quarter hours than Stations 'B' and 'C' combined!*

WHO-TV's goal of *continuing leadership* is being met with the best in progamming, personnel and public service. Ask your PGW Colonel for spots at the top in Central Iowa television on WHO-TV!

• • • • • • • • • • • • • • • • •

*WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.

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ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	233	227	50.0%	48.7%
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV
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WHO-TV
Channel 13 • Des Moines
NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

Mickelson Joins CBS' Mushrooming Roster of Presidents

NEW YORK, Oct. 7—It begins to look as if Columbia Broadcasting System may establish some kind of a record for the number of presidents for a single corporation.

The company, which already has seven presidents, not counting the parent company's president, Frank Stanton, this week added an eighth to the list.

The newcomer is Sig Mickelson, who has moved up from vp and general manager of CBS news to president of the CBS news division. The other CBS presidents are Arthur Hull Hayes, CBS Radio division; Louis G. Cowan, CBS-TV Network division; Merle S. Jones, CBS-TV stations division; Goddard Lieberson, Columbia Records division; Arthur L. Chapman, CBS electronics division; Peter C. Goldmark, CBS laboratories division, and Lewis Gordon, CBS international division.

Calpak Chooses 'Sunset' to Push New Fruit Sauce

California Packing Corp., San Francisco, will use *Sunset Magazine* exclusively to introduce its newest product, Del Monte pineapple grapefruit sauce. Following a page coupon ad in the October issue, Calpak will continue with a color page and fractional b&w pages on a continuing schedule on into 1960. McCann-Erickson, San Francisco, is the agency.

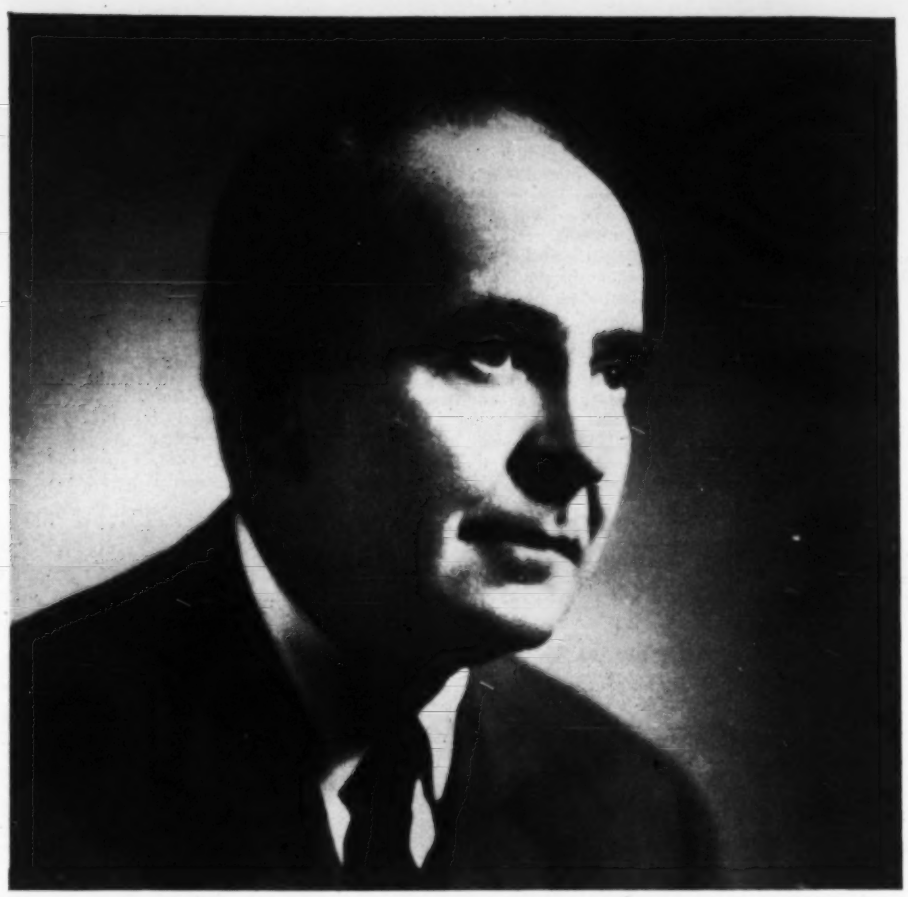
Contadina Sets Spot TV Push

Contadina Foods, San Jose, Cal., will use a heavy spot tv campaign this fall to sell tomato paste and pizza mix. The campaign, created by Cunningham & Walsh, San Francisco, will be aired on 34 stations in 20 cities during October and November. The tomato paste will be featured in all markets while the company's new pizza mix will share the billings in nine markets.

Norton Joins Otoe Food

Timothy C. Norton has been appointed advertising manager of Otoe Food Products Co., Nebraska City, Neb., producer of Morton House brands of canned food. Mr. Norton formerly was an account executive with Wentzel & Fluge Advertising, Chicago.

AFTER THREE YEARS OF PLANNING



September 23, 1959, my associates and I presented a new AMERICAN to all the families of Chicagoland. This new newspaper developed gradually, so gradually that you may not have noted its rebirth. Yet new it is: new in appearance; new in ways of condensing the news for faster reading; new in variety of content; and, new in name.

The bright, new newspaper readers now find at their doorstep and on the newsstands, has been re-named CHICAGO's AMERICAN. This new name exemplifies an attitude . . . one of concentration on, and devotion to, the interests of Chicagoland as a community, and the interests of its citizens as individuals. CHICAGO's new AMERICAN has been launched with the most ambitious circulation promotion ever undertaken by any Chicago newspaper. It is being brought to the attention of everyone in the midwest . . . it will be read . . . we believe it will be well received and become a daily habit for many thousands of new readers.

CHICAGO's AMERICAN represents an even greater advertising medium than ever before.

Stuart List

Stuart List, Publisher

CHICAGO's AMERICAN

$2,000,000 Promotion, 1,200,000 Initial Printing Back GF Cookbook

NEW YORK, Oct. 6—Details behind the launching of the General Foods kitchens cookbook were explained to ADVERTISING AGE in a joint interview with W. P. Brown, sales and advertising manager of the kitchens division of General Foods Corp., and Robert L. Bernstein, sales manager of Random House.

The cookbook, published by Random House, was prepared by 130 women of GF Kitchens. It goes on sale in book and department stores Nov. 16. It contains 448 water-and-grease-resistant pages with 24 full-color illustrations plus line drawings, and has a washable cover. The press run was 1,200,000 copies.

It is backed by a $2,000,000 promotion budget (AA, July 27).

■ The direct mail advertising campaign, launched in August and to be completed in October, is a 20,000,000-piece mailing, reportedly the largest direct mail campaign ever undertaken for a book promotion.

Initial advertising in magazines includes spreads in October and November issues of *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's* and *True Story*, plus b&w spreads in *Baby Talk, Club Women, Girl Scout Leader* and major home economics journals.

Direct mail advertising for GF is handled by Direct Mail Markets Co.; the magazine advertising for the cook book is being handled by Young & Rubicam.

In addition, Random House will place advertising directly in 15 newspapers and cooperative advertising with department stores in 150 cities. Starting in November it will place ads also in *Atlantic, Book Buyer's Guide, Harper's Magazine, McClurg Book News, Saturday Review* and *The New Yorker* and is supplying stores with 6,000,000 envelope stuffers and extensive point of sale material.

■ The direct mail tests started last spring, Mr. Brown said. Five different copy tests and samplings of lists started in April with a 500,000 mailing. This was repeated with an additional 500,000 mailing after the copy had been selected to explore marginal areas and confirm decisions regarding copy and lists.

The full 20,000,000 direct mail campaign was launched in August covering all 50 states. An additional mailing of 1,500,000 is being made to English-speaking families in Canada.

This is the first publishing venture by General Foods, Mr. Brown emphasized, and is a profit-making undertaking.

The direct mail campaign is regarded as a pre-publication selling effort by GF and offers the $7.50 de luxe edition at $5.95 and the $4.95 trade edition at list price.

Mr. Brown declined to say how many orders have been received, but he noted that a second printing is being planned for next spring.

■ Mr. Bernstein said that bookstores have already placed advance orders for 150,000 copies. Orders from department stores, supermarket chains and other outlets, he said, are still being tabulated.

The cookbook was first conceived as a definite project two years ago, Mr. Brown said. In October, 1957, he was assigned to prepare its specifications.

He was assisted by Stanley Thompson, designer, printer and printing consultant. Six months were spent in screening prospective publishers and a similar time was given to screening direct mail houses.

This screening, Mr. Brown said, was somewhat similar to the selection of an advertising agency and was handled for GF by a committee of three—Harlan Logan, vp of research; Ellen Ann Dunham, vp of GF Kitchens, and Mr. Brown.

The original printing order, he said, was placed on the basis of the best estimates that could be made from the advance responses received from the test mailings. Present indications, he said, are that "we may have underestimated the sales potential." #

Mullings Named Ad Director

Ernest B. Mullings has been appointed advertising director of the Brown trailer division, Clark Equipment Co., Michigan City, Ind. Mr. Mullings, who joined the division in May as assistant advertising director, formerly was assistant advertising manager of the Heath Co., Benton Harbor, Mich.

Hamilton Boosts Cogswell

R. R. Cogswell has been appointed sales manager of the professional products department of Hamilton Mfg. Co., Two Rivers, Wis. Mr. Cogswell, formerly product manager of professional equipment, succeeds C. H. Rippe, who was appointed sales manager of *Contract Equipment*.

85,225,582 TV Sets in World; 51,500,000 in U.S.: 'Factbook'

RADNOR, PA., Oct. 6—The fall-winter edition of the semi-annual "Television Factbook" includes a directory of 114 U.S. advertising agencies which billed $1,000,000 or more in radio and tv in 1958.

Some 55 of the agencies have headquarters in New York; 19 are centered in Chicago, while Philadelphia and Detroit each has seven agencies on the list. The directory includes personnel and the location of branch offices.

■ The factbook estimated that there were 85,225,582 tv sets in the world as of Aug. 1. In first place was this country with 51,500,000 followed by the United Kingdom with 10,000,000. The estimate for Russia was 3,000,000.

The worldwide number of tv stations was put at 1,553. The U.S. has 554 stations, plus 34 operated by the military forces in Libya, Crete, Greenland, Korea and Iceland, among other far away places. The total of foreign stations was put at 956. Of these, 119 were in West Germany, 106 in Russia and 62 in Canada. Italy has 313, but that figure is inflated by 288 satellites, it is reported. #

Remington Names Anderson to Head French Company

Stephen E. Anderson has been appointed managing director of Remington Rasoirs Electrique, French subsidiary of Sperry Rand Corp. Mr. Anderson, who joined Remington Rand in 1938, has been national service manager for Remington electric shavers for the past eight years.

Look at Atlanta.

ONE M

Atlanta now has one million people. This capital of the expanding Southeast has hit the million mark eleven years ahead of what was an enthusiastic prediction put forth by the Atlanta Chamber of Commerce in 1952.

Atlanta, commercial, industrial and financial headquarters of this area, is dependent upon no single factor or payroll. Compare the market . . . then compare the media. No one industry is king but one medium is. The Atlanta Journal and Constitution completely dominates the market. It is the only medium that does. Circulation now over half a million families.

South's Largest Circulation: 456,167 daily

ARF May Publish Journal

The Advertising Research Foundation is polling members on the advisability of launching a journal of advertising research. Members are being asked whether such a journal would be useful and whether sufficient manuscripts would be submitted. Charles Ramond, technical director of the ARF, is conducting the survey.

Etzler Joins Liggett & Myers

C. David Etzler, merchandising account executive on Liggett & Myers brands at McCann-Erickson for the past three years, has joined the advertising department of Liggett & Myers Tobacco Co., New York, as merchandising manager.

Family-Size Pack for Jell-O

The first new size Jell-O package in 62 years is now going into distribution. A 6-oz. family size package, it is double the regular package, and the only 6-oz. gelatin dessert package on the market, according to General Foods Corp.

BOARD WITH THE WEATHER—*John Hancock Mutual Life Insurance Co., Boston, has placed seven outdoor signs giving time, temperature and weather information around the Boston area. Electrical controls for the alternate time and temperature display are from Time-O-Matic, Danville, Ill. Donnelly Advertising, Boston, erected the spectaculars. McCann-Erickson is the John Hancock agency.*

Use Radio Personalities, Not Just Jingles, to Sell Via Radio, Sweeney Tells Credit Men

SEATTLE, Oct. 6—Now is a good time to vary the heavy diet of jingle radio sell with salesmanship by radio personalities providing a strong believability factor.

This was the gist of advice handed out here last week by Kevin Sweeney, president of the Radio Advertising Bureau, at the convention of the National Consumer Finance Assn.

Mr. Sweeney said too many advertisers are relying on jingles and too few are employing radio's richest, persuasive resource—the personal recommendation of popular radio personalities.

"Nine out of ten radio listeners believe in some radio personality—believe that he or she will deliver the truth about a service or a product," he said. "Seven out of ten of these listeners say they will give product or service a trial on the recommendation of their favorite radio personality. Yet most national advertisers don't work this rich vein, preferring instead to use the simpler-to-buy jingles.

■ "The magic ingredient in any advertising—whether its aim is selling an automobile, filtered cigaret, or a $300 loan—is the confidence the consumer has that the untried product will do what is claimed for it," Mr. Sweeney said.

"All the elaborate tv demonstrations, the solemn citing of the U.S. Testing Co., the two-for-one deals, the we'll-pay-for-the-first-can strategies are simply aimed at bolstering the claims the advertiser makes," he said.

"Not one of these techniques has yet proved as effective as having a friend say, 'I use it, and I think it's the best.' The recommendation technique is the one that many national advertisers are overlooking in using radio.

"I'd be the last to put the knock on the jingles. They've been very good to radio and always will be. But if I had a service in which the confidence of the consumer is paramount, as it is when people are contemplating the negotiation of a loan of $150 to pay doctor bills, I'd seek out the advertising techniques that build confidence, rather than relying wholly on that which gets your stuff hummed," the RAB president continued.

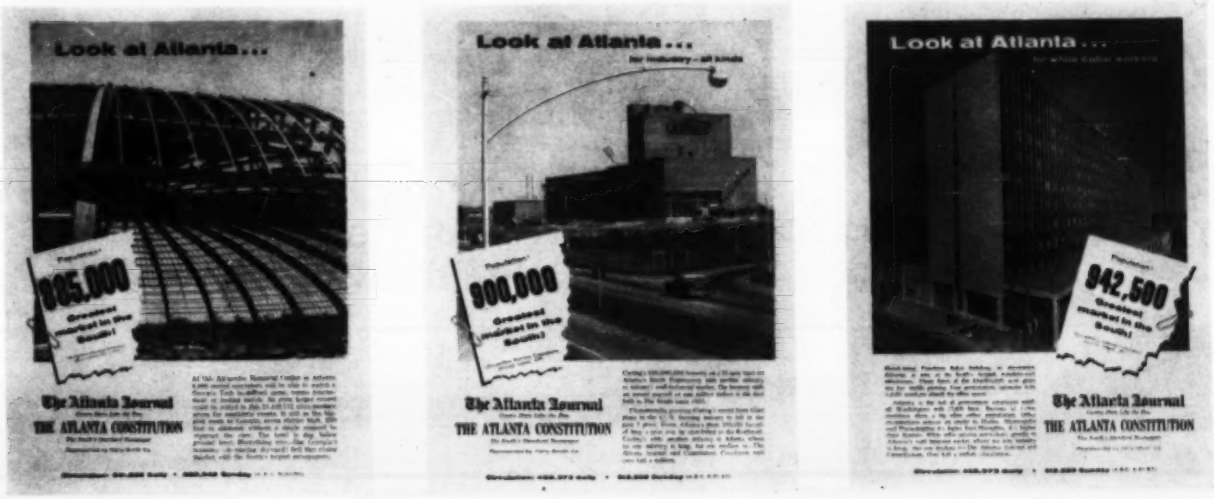
■ This magic ingredient of personal endorsement from a believable and likeable familiar voice is radio's alone to offer on a national and local basis, Mr. Sweeney said. In the case of print media, he said, there is only the negative endorsement that "if the product wasn't any good, they wouldn't publish its advertising," while television has few local personality shows left on which to make endorsements. Radio, on the other hand, he said, has several thousand local personalities, and there are dozens on the networks—all with loyal followings.

LeGost Joins Callo Agency

Urbain C. LeGost, formerly vp in charge of advertising and public relations at the New York Dollar Savings Bank, has joined Joseph F. Gallo, New York agency, as an account executive.

Pierce Joins Showacre

Alfred E. Pierce, formerly sales promotion manager for the Bon Marche department store, Spokane, has been named account executive at Showacre, Coons, Shotwell, Spokane.



..population now

ILLION

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

Represented by Kelly-Smith Company

• **513,930 Sunday** (A.B.C. Publisher's Statement, 3/31/59)

WTRF-TV STORY BOARD

Dexter Fellows, the late, great circus press agent, was an authority on media rates. He had dropped into the newspaper office in a small town and inquired the rate for a full-page ad.

"One hundred bucks," he was informed
"And a half-page?" asked Fellows.
"One hundred bucks."
"Well," said Fellows. "How about a quarter-page?"
The newspaper owner shrugged. "One hundred bucks," he said.
"Your rates aren't very elastic," commented Fellows. "How do you calculate them?"
"Very easily," was the reply. "Your show is due here on the twelfth. I'm running the only paper in town. And I've got a note due for a hundred bucks on the thirteenth."

● WTRF-TV is not the "only store in town" in the thriving, prosperous Upper Ohio River Valley, but we think it offers the best value. WTRF-TV-land is a 36-county area where 2 million people have a spendable income of $2½ billion annually. The George P. Hollingbery people who show you how economical it is to buy.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

The San Francisco Examiner has MORE of

IN THE FIRST 6 MONTHS OF 1959

Daily and Sunday, THE EXAMINER CARRIED

More Total Advertising

THAN ANY TWO SAN FRANCISCO DAILY NEWSPAPERS

The Daily Examiner
carried more TOTAL ADVERTISING than any other San Francisco daily newspaper.

The Sunday Examiner
IS SAN FRANCISCO'S DOMINANTLY LEADING NEWSPAPER in
Circulation, Advertising, and
News and Feature Content

AMERICA FIRST
MY AMERICAN PAPER FOR MY AMERICAN PEOPLE

San Francisco Examiner
MONARCH OF THE DAILIES

represented nationally by **Hearst Advertising Service Inc.**

EVERYTHING

The Daily Examiner
carried more TOTAL NATIONAL ADVERTISING—MORE NATIONAL GROCERY—MORE TOTAL AUTOMOTIVE and MORE NEW PASSENGER CAR ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner
carried more FINANCIAL ADVERTISING—than any other San Francisco daily newspaper.

The Daily Examiner
carried more RETAIL ADVERTISING including MORE DEPARTMENT STORE ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner
carried more CLASSIFIED ADVERTISING—more than all other San Francisco daily newspapers COMBINED.

The Daily Examiner
published more pages of News and Features than any other San Francisco daily newspaper.

...and The Examiner Delivers
FULL $ POWER
in San Francisco and
Northern California

MORE CIRCULATION

The Daily Examiner
reached a circulation that's at an all-time high and is greater than any other San Francisco daily newspaper.

Gallery of Figures and Facts about
REMARKABLE ROCKFORD

Rate of Increase
in Bank Debits TOPS in Illinois
(Outside Chicago)

ROCKFORD
No. 1
Retail Market
In State
(Outside Chicago)

Employment Over
79,800
and Increasing

ROCKFORD MORNING STAR
Rockford Register-Republic
Rockford, Illinois

Honeywell Splits Media; Carrier Pushes Comfort

Air Conditioning Industry Sessions Told of '60 Promotion Plans

CHICAGO, Oct. 6—After one year (1958) concentrating on magazines and another (1959) emphasizing newspapers in 31 cities, Minneapolis-Honeywell Regulator Co. in 1960 will split its promotion in behalf of the heating and air conditioning industry between the two media.

The company's plans for the promotion next year were partially unveiled here last week by R. M. Locke, market manager, at the seventh annual All-Industry Air Conditioning Conference.

■ Keynote of the '60 promotion, he said, will be the diamond jubilee of both Minneapolis-Honeywell and the air conditioning industry. Eleven separate programs promoting air conditioning will be advanced, most of them using the diamond jubilee theme. He mentioned briefly only three of these programs:

- A promotion of the centralized weather condition panel—offering the air conditioning system owner something visible to show for his $1,500-or-so investment.
- Public service-type "Weather Watch" radio announcements about impending weather to stimulate interest in air conditioning and heating. Retailer aids—newspaper mats, window banners and suggested radio—will be tied in.
- A direct mail campaign, labeled Operation Door Opener, to direct home owners to their local heating and air conditioning contractors at appropriate seasons of the year.

■ Meanwhile, Mr. Locke gave a brief run-down of the results of the company's 1959 campaign for the heating-air conditioning industry (AA, April 20).

In the 31 cities involved in the promotion, a total of 1,236 dealers—about 40 per city—participated in the program. All of them received some inquiries from the promotion, Mr. Locke said, but "only 15% to 20% of them made any sales and some of these were window units. We found that, for the most part, the dealers who made the sales were the ones who did something on their own with the merchandising kit and ran ads of their own." He said about 25% of the dealers did such promotion on their own.

■ All of the dealers, without exception, said they were glad they participated, Mr. Locke said. But, he added, they offered these suggestions:

- That newspaper ads be run on a continuing basis—once a week, perhaps.
- That the ads run in suburban newspapers too.
- That the ads run earlier, in May.
- That the dealers should share the cost of a broadened campaign.
- That manufacturers participate in the promotion more actively, including cooperative advertising.

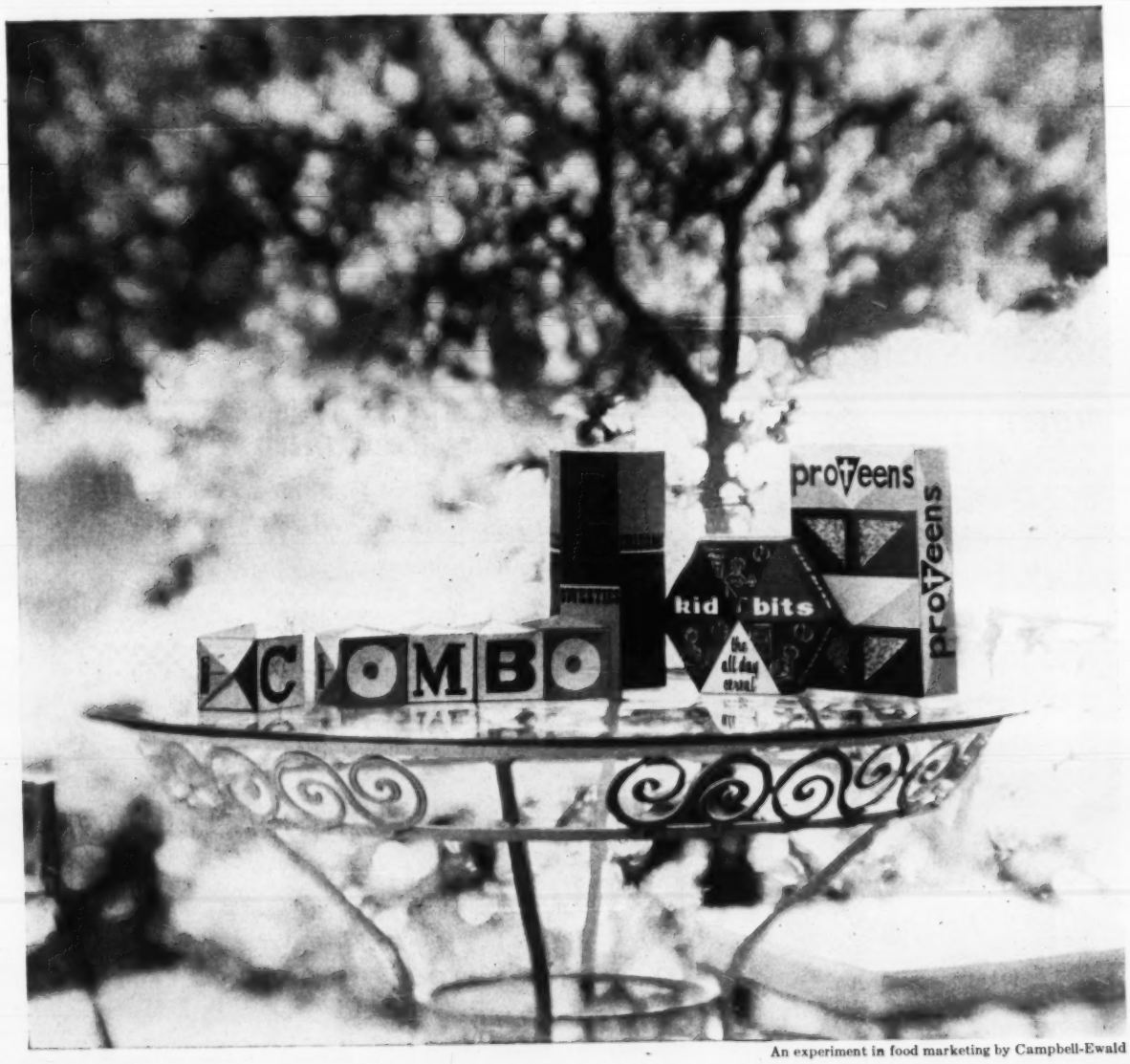
■ In another talk to the conference, George F. Robinson, sales manager for residential cooling equipment, Carrier Corp., described the development of Carrier's Climate Center panel on which air conditioning system owners can read inside and outside temperature and related weather data.

The trouble with air conditioning from a sales point of view, he explained, is that air conditioning and heating equipment manufacturers have "bent over backwards" to hide their furnaces, ducts and other physical evidences of the big investment home-owners put into their systems.

"We concluded that we had to find some way to create sight appeal in our product which would satisfy pride of ownership by symbolizing as completely as possible the value obtained, and at the same time serve a basic functional purpose."

■ He explained that the panel is the only acceptable way Carrier could figure out to symbolize the abstract product the system provides—comfort.

The pay-off on this idea, he said, has been the acceptance of it by dealers. #



An experiment in food marketing by Campbell-Ewald

The things we did last summer

All four of these intriguing cereal packages were conceived, designed, and put together by our summer *interns* at Campbell-Ewald. In addition, these University of Michigan art students and their copy intern counterparts came up with a complete advertising and merchandising campaign for each product. Then they made a formal presentation of those campaigns to management.

Why spend precious time and money on this summer intern program, now in its third year at Campbell-Ewald? Because we feel, Ponce de León notwithstanding, that the only real and reasonable fountain of youth is the fresh flow of new ideas from youth itself—youth which must be encouraged, trained, and made to feel welcome in the business of advertising. This is why our intern program is just one part of a unique three-part training program at Campbell-Ewald.

Why pick food as the product? Because food advertising is the kind of advertising Campbell-Ewald people know best: advertising that has to sell *a lot* of products to *a lot* of people against *a lot* of competition. Like beer, or batteries. Or even the kind of cars we handle.

If you'd like to know more about the packages, the program, *our* product, or if you'd like to tell us something about yours, a call to Campbell-Ewald is all it takes.

CAMPBELL-EWALD
Advertising well directed

Detroit • New York • Chicago • Los Angeles • Hollywood • San Francisco • Washington • Denver • Atlanta • Dallas • Kansas City • Cincinnati

Fred Steffen, a vigorous draftsman and stylistic innovator has contributed to the editorial and advertising pages of many national magazines.

A famous voice teacher heard Caruso singing in a hotel room, and was not impressed. That evening, he heard him sing the same arias, before a packed respectful house at the Metropolitan Opera, and was overwhelmed. It's the same with national advertising. Whatever the merit of the advertisement in copy, layout, and type proof, its power depends finally upon the stage where it appears before a national audience.

The *basic* value of America's national magazines is that they provide a worthy stage of editorial value and reader respect for the genius of American advertising. The selling power of a national magazine advertisement is supported by a full cast of editorial features and by an audience, often many years in depth, who respect the magazine as opera goers respect the traditions of the Metropolitan.

This is one of a series of advertisements, developed in collaboration with artists and photographers who design and illustrate for magazines and national advertising, which express our appreciation of America's national magazines as basic media of advertising. For more than a quarter century our contributions have been technical . . . fine photo-engravings made for many of America's leading advertisers, agencies, and publishers. This experience has given us an insight, here placed on public record, into the values of magazines in American life and advertising.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Friend's is being tested in PORTLAND

MAINE . . . because

1 FIRST in the United States among cities under 150,000 population. Source Sales Management

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

PORTLAND MAINE NEWSPAPERS

PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone — 100% coverage of city zone

represented by Julius Mathews Special Agency

Direct Mail Up in 1st Half

Mail advertising expenditures for the first six months of 1959 increased 4.5% over the same period of '58. Figures released by Direct Mail Advertising Assn. estimate direct mail dollar volume for the first half of '59 was $857,529,389 compared with $818,037,983 for the like period of '58. These figures include the cost of postage and advertising materials placed in the mails.

Lombardi Upped by de Garmo

Nick Lombardi, formerly production manager of de Garmo Inc., New York, has been named an account executive of the agency, and will specialize on industrial accounts.

Tyler Joins Matson

Lee J. Tyler, former publicity director for the Pacific Area Travel Assn., has joined the public relations staff of Matson Navigation Co., San Francisco.

ABC Moving to Top, Network Execs Vow

SEATTLE, Oct. 6—American Broadcasting Co.'s two top men hosted an hour-long telecast spotlighting ABC's new stars last week, and in a press conference ahead of the show exuded confidence that ABC was moving into top spot among the networks in the entertainment field.

Oliver E. Treyz, president, ABC Television Network, and Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, covered these main points:

• **Acceptance by viewers:** Mr. Treyz said, "We have been nationally the third network; we went to second, and have just edged out the first network" in audience in September.

• **Programming:** "Our programming in the coming year is vastly stronger, night by night," Mr. Treyz said, and news coverage will be substantially stepped up. Public service programming will be intensified "at prime time in the evening."

• **Quality standards:** "Shows to be good in the future will have to be better and better. Quality standards [throughout tv] will have to improve." To this comment of Mr. Treyz, Mr. Goldenson added: "The public in the last analysis will turn to your dial if they think you have quality."

• **Color tv:** ABC is programming for the masses; it is not interested in color tv until color sets are brought down to prices the public can afford. This is a problem for the manufacturers. But ABC will be interested in color when the public begins to buy color tv the way black and white started to take hold around Christmas time, 1949.

• **Khrushchev:** Coverage of Khrushchev's trip, particularly the talk at the National Press Club in Washington, when ABC had its own interpreter, provided "some of the most dramatic tv I have ever seen," in Mr. Treyz' view. Cost of tv coverage of the entire trip, including lost advertising, topped $1,500,000 and was "worth every nickel of it."

■ The ABC executives were here in connection with the shift of the basic Seattle ABC affiliate from KING to KOMO (AA, Oct. 20, '58). The former took KOMO's spot as the National Broadcasting Co. outlet, and KOMO then moved to ABC. For the occasion, KOMO put on a dinner at the Olympic Hotel and called in top ABC-TV stars for the local telecast. #

Institute Adds Three

Three psychologists have joined the staff of the Institute for Motivational Research at Croton, N. Y. They are: Patricia Osband, formerly with the Center for Research in Marketing, Pharmaceuticals Inc. and Kenyon & Eckhardt; Roy Carl Baker, formerly with Applied Psychological Services, Wayne, Pa.; and Berton Dulce, formerly with Reading Services Inc., Greenwich, Conn.

McGraw-Hill Names Two

Raymond W. Barnett, formerly editor, and Edgar A. Grunwald, in his own consulting business for the past four years, and before that managing editor of *Business Week*, have been appointed assistant to the publisher and editor, respectively, of *Purchasing Week*, a McGraw-Hill publication.

Tropicoco Names Agency

Tropicoco Bottling Co. of New York and Puerto Rico has appointed Wunderman, Ricotta & Kline, New York, to introduce its carbonated Tropicoco coconut milk drink in the U.S. market.

...so has your product in a Gift-Pax kit

Gift-Pax product sample kits are personally delivered to over 3,000,000 new mothers yearly, right at the bedside in the hospital where their babies are born.

Products distributed by Gift-Pax arrive just when new buying needs arise, but before brand habits are established. The unique timing of Gift-Pax delivery makes a lasting impression . . . creates many new, repeat customers for products needed by young families.

Prominent national advertisers have achieved remarkable sales results for eleven years with Gift-Pax. Flexible distribution offers regional or national market coverage in the U. S. and Canada.

To reserve a place for your product in the select company of Gift-Pax products—all non-competitive—phone or write now to: Gift-Pax, Inc., 225 Lafayette Street, New York 12, N. Y. WAlker 5-9996.

GIFT-PAX PRODUCT SAMPLING

DAVID W. BARTON JR., *president of Barton-Gillet Co., Baltimore printing company, has been elected Man of the Year by the Baltimore Art Directors Club for his "contribution to good advertising design."*

Whirlpool Aims for Winter Sales of Conditioners

NEW YORK, Oct. 6—Whirlpool Corp. is imitating the famed icebox salesman in Alaska.

The appliance maker has started a program to sell air conditioners during the fall and winter, simultaneous with the introduction of the 1960 RCA Whirlpool room cooler line.

More than $1,000,000 will be spent to advertise air conditioners in 1960. At a meeting for distributors and the press here yesterday, plans for the "two-season marketing concept" were outlined.

Lincoln M. Larkin, general manager of the Whirlpool air conditioning division, said there would be two yearly marketing programs, the first running through until the spring selling season, when a second program will begin. The current marketing program consists of a series of consumer and dealer buying incentive packages aimed at exciting interest in off-season purchases.

■ Chief among them is a deferred payment plan which invites consumers to buy now and make their payment next July 1. This plan will be available in all markets where Appliance Buyers Credit Corp., Whirlpool's financing affiliate, operates. A second inducement will be a free six-months membership in a World Shoppers Club, which will bring monthly gifts direct to the consumer's home.

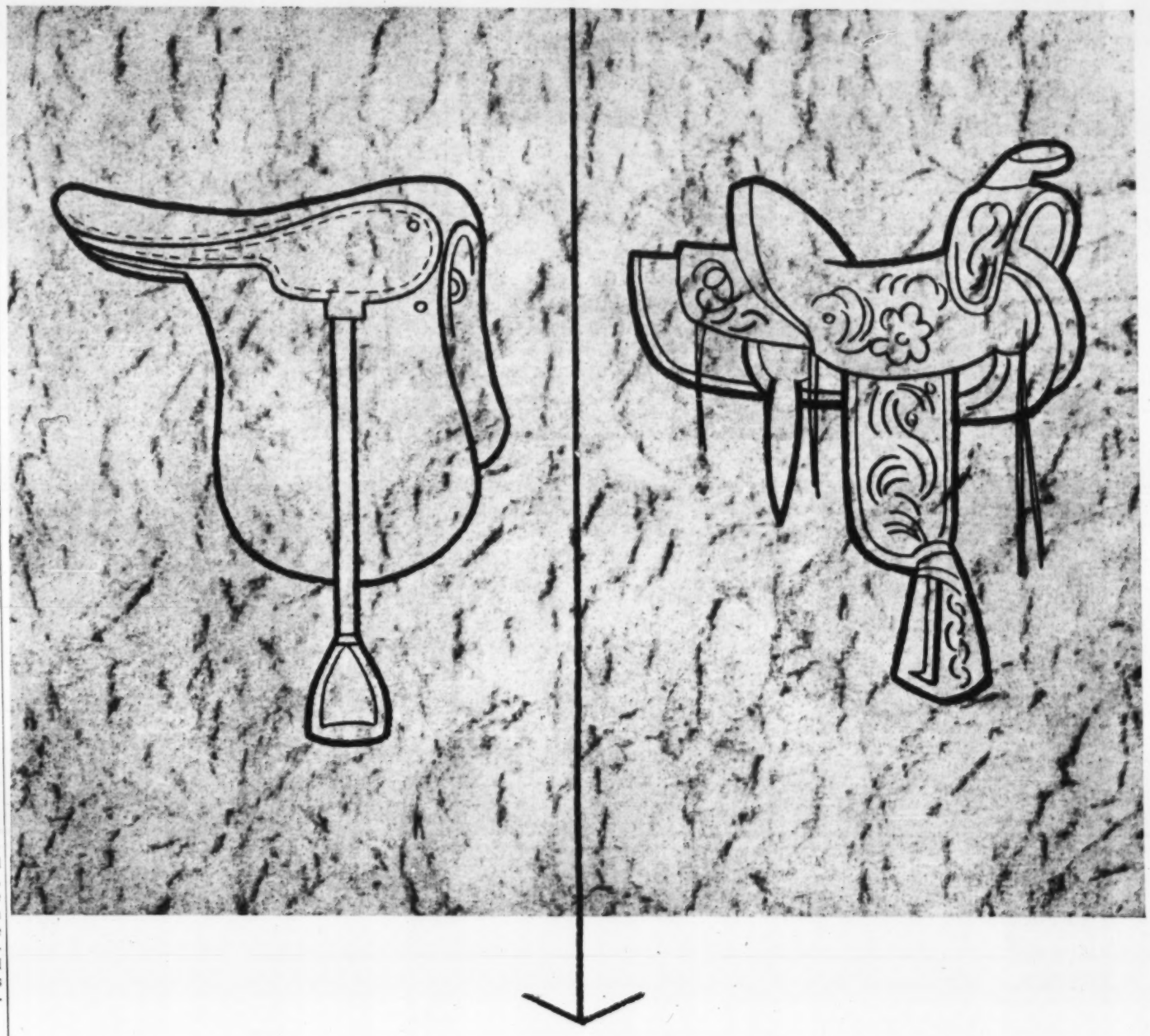
In February Whirlpool will hold a "Las Vegas business conference," a combination business-pleasure session for dealers who have had the most successful pre-season selling efforts. A cross-country tour of 19 cities by a Whirlpool executive team kicks off the new program. The tour concludes in Los Angeles Nov. 5.

"We have sold more goods in our two dealer meetings in Baltimore and Washington," Mr. Larkin reported, "than the entire corporation did during our previous best fourth quarter."

■ Several celebrities are participating in the dealer programs, including Marie McDonald, Fran Allison, Leo Durocher and musician Ted Fiorito.

Local advertising will receive the major portion of RCA Whirlpool air conditioner promotion next year, Mr. Larkin indicated. Main national advertising will be directed to print media, according to present plans, with a list including *Better Homes & Gardens, Good Housekeeping, Look* (where dealer listings will be used) and *Reader's Digest.*

Kenyon & Eckhardt is the Whirlpool agency. #



What's right for New England... isn't necessarily right for Texas!

English saddle or Western saddle . . . the locale does make a difference. The Houston Chronicle's locally edited SUNDAY roto magazine . . . "TEXAS" . . . is written and edited to best serve the interests and desires of the people of the fabulous Southwest. Because it's right for Texas . . . it sells Texans!

Sunday Texas THE HOUSTON CHRONICLE ROTO MAGAZINE

THE BRANHAM COMPANY — National Representatives

LA PRESSE ROTOGRAVURE

gives you the

LARGEST CIRCULATION

in French Canada at LOWEST COST

• more color • greater readership

Make the test of a substantial advertising campaign (monotone or color) in La Presse Rotogravure and reap more sales at lower cost in this Three and a Half Billion Dollar Market.

LA PRESSE

HEAD OFFICE: MONTREAL, CANADA

U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

Consolidated Agency Adds Account; Names Richards

Consolidated Advertising Agency Ltd., Toronto, has been named to handle advertising, promotion and publicity for Brio Chinotto, soft drink imported from Italy by Pure Spring (Canada) Ltd., Ottawa, which also bottles Up-Town and Pure Spring soft drinks. Current promotion includes outdoor, radio and point of purchase materials in Toronto, Ottawa, Montreal and Sudbury. A national campaign, including print media, radio and tv, is being planned to go into effect within the next year.

Consolidated Advertising Agency also has named Ron Richards, formerly with Eddie Black Co. and Henry Morgan Co., art director.

Hertz Corp. to Move

Hertz Corp. has announced it will move its executive offices from Chicago to New York "within three years."

WALFRED JOHNSON *will leave Tatham-Laird, Chicago, to join E. J. Brach & Sons, Chicago, as director of marketing, effective Nov. 1. Mr. Johnson joined Tatham-Laird in 1958 as account supervisor for Brach and National Homes.*

Milk Dealer Ads Hit $76,000,000 in '58, Foundation Reports

MIAMI BEACH, Oct. 6—U.S. milk dealers last year invested a record $76,000,000 for advertising and promotion, according to a nationwide study conducted by Prof. G. W. Starr of Indiana University for the Milk Industry Foundation.

The study, which was released here today at the foundation's 52nd annual convention, is based on the operating results of 358 privately owned milk plants scattered throughout 292 cities. The companies represented in the study account for about 25% of the fluid milk business in the U.S.

An estimated 60%, or $45,885,000, went into newspapers, television, radio, outdoor and car cards. Point of sale merchandising accounted for 19%, or more than $14,530,025, and 21%, or $16,059,750, was spent for public relations and other promotional activities.

■ Compared with 1957, the share of the ad dollar invested in newspapers, tv, radio, outdoor and car cards decreased by 6%, while the portion allocated to merchandising materials increased by about 12%. The proportion of the ad dollar for public relations and promotional activities increased about 10%.

Of each dollar of sales income in 1958, milk dealers spent 1.15¢ for advertising and promotion, the same as in 1957. Total sales of fresh milk and fresh milk products hit $7.08 billion in 1958. Retail margins were $430,000,000 and dairy farmers received $3.2 billion as their share, the study revealed. #

Rolland Jones Joins 'IM' in New Sales Position

Advertising Publications Inc., Chicago, has named Rolland Jones sales development manager of *Industrial Marketing*, a new position.

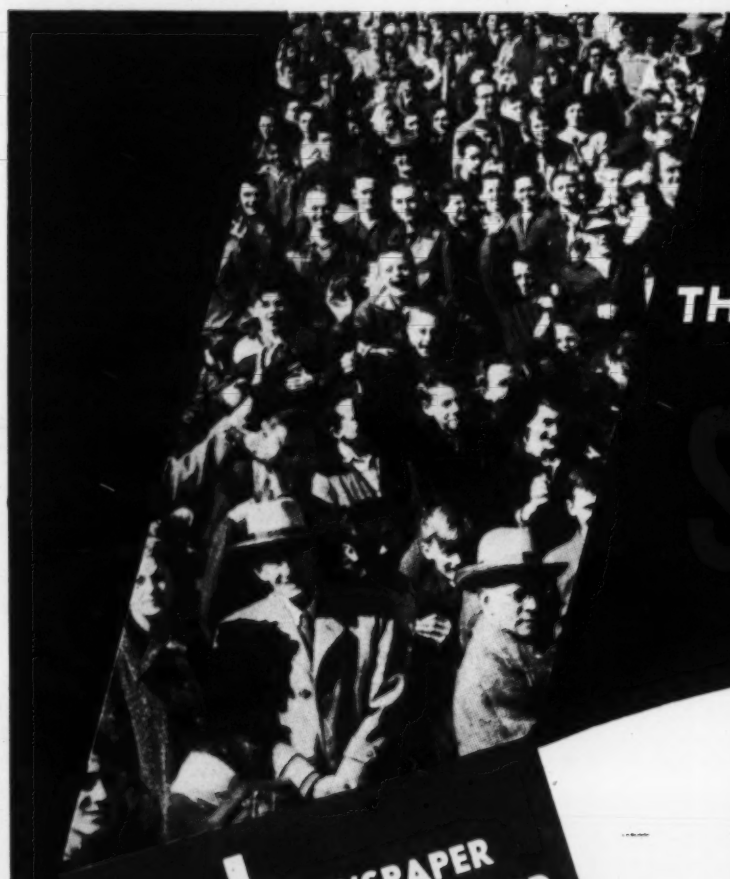
Mr. Jones formerly headed the bank and savings and loan section of the national advertising department at the *Chicago Daily News*. He joined the *News* in 1954, coming from the *Minneapolis Star & Tribune*, where he was sales supervisor for new business. Before that he handled automotive advertising at the *Grand Rapids Press*.

Chrysler Boosts Foraker

Walter E. Foraker has been promoted to assistant general sales manager of the Chrysler and Imperial division of Chrysler Corp., Detroit. Mr. Foraker has been with Chrysler since 1934, most recently in charge of dealer placement.

Kemper Joins Tatham-Laird

Philip H. Kemper Jr. has joined Tatham-Laird, Chicago, as an account executive. He formerly was an account executive with Campbell-Mithun, Chicago.



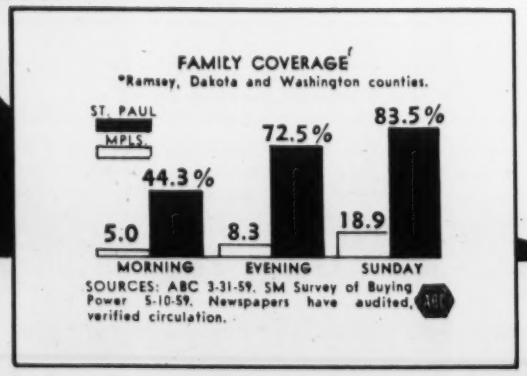
DAYTONS IS GOING WHERE THE GROWING'S GOOD! RIGHT INTO ST. PAUL

AND 1 NEWSPAPER OFFERS UNCHALLENGED BLANKET COVERAGE

Once upon a time there was a merchandising giant called Dayton's, Inc.

Firmly entrenched as a leading retail power in St. Paul's sister city, Dayton's prospered. And, being a wise giant, it had its eye on the $655-million golden egg just across the market-splitting Mississippi river. To snare its share of St. Paul's tremendous spending, it had but one alternative . . . build a Dayton's store in downtown St. Paul, right in the heart of a market where 529,600 people spend *their* millions. Now on the drawing boards, this store will soon be a retailing reality.

The moral of the story is this: If you want to tap the on-the-go, on-the-GROW St. Paul Market*, follow the retailing leaders. Put your product into the minds, hands and homes of St. Paul shoppers by telling your selling story in the one and only medium offering saturation coverage of the entire market . . . the St. Paul Dispatch-Pioneer Press.



ST. PAUL DISPATCH

A RIDDER NEWSPAPER

PIONEER PRESS

Represntatives RIDDER-JOHNS, INC.

New York—Chicago—Detroit—Los Angeles—San Francisco — St. Paul—Minneapolis

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

1. Purchasing agents are professional buyers. The only real yardstick to measure their acceptance of any product, material, or service is whether they buy it.

2. More purchasing executives buy PURCHASING WEEK than any other publication in this field.

3. Such acceptance can only come because PURCHASING WEEK best meets the editorial needs of purchasing executives.

4. Advertise in PURCHASING WEEK to tell your sales story to the growing-in-importance purchasing field.

ABC Purchasing Week ABP

"CALLING EVERY WEEK ON THE MAN YOUR SALESMAN MUST CONTACT"

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 WEST 42ND STREET NEW YORK 36, N. Y.

Humorous Ads in RAB Library Show Radio's Future—Endsville

1,000 Samples Show Advertisers How It's Done; Sell Stations, Too

NEW YORK, Oct. 7—Men from outer space, night club comics, beatniks, tongue-twisted announcers, gurgling babies, and singers—hot and cool.

The work of these and a wide variety of other unusual characters, as well as more conventional salesmen, has been preserved on tape in the library of the Radio Advertising Bureau. For years the bureau, which spends its time putting radio's best foot forward, has been collecting commercials from all parts of the U. S. The bulging library now includes more than 1,000 announcements.

These choice examples of radio's sales techniques have proved to be a very valuable aid to RAB's national account men. They constitute the perfect stopper to any Doubting Thomas who might be inclined to ask, "But how can I use radio to get attention for my product in these tv-minded days?"

■ Whatever the potential advertiser's category, the bureau always has some sample commercials to play for him. The commercials in the library are grouped under 30 product headings, ranging from beer to utilities. Each tiny tape cartridge plays four minutes of commercials.

In addition to a listening booth planned for its New York office, RAB owns about a dozen message repeaters, which are used by its national account men to show advertisers and agencies what radio advertising could do for them. They are also employed by RAB salesmen to give stations an example of one of the services provided by the bureau to its members. The cartridges continually circulate among the salesmen, but a master tape of each commercial is kept in the library for reference. Several commercials for the same advertiser or for two or more advertisers in related fields are placed in the same cartridge.

■ Whenever RAB hears of a new or clever commercial, Ron Manders, who is in charge of the library, contacts the account executive at the agency for a copy on disc or tape. Only once did an agency refuse to cooperate, and then it was because of the personal whim of the creator of the commercial. No advertiser has objected to having his competitors hear his ads.

RAB has tried to keep its library as up to date as possible in order to observe significant trends in radio commercials. Some of the most notable current trends are toward: (1) humor, (2) jingles, (3) better music and (4) a more frank approach.

Not only do radio advertisers want to make their listeners laugh, they even allow the laugh to be at their own expense at times.

The Indianapolis Water Works, for example, has been unning a series of 18 to 20-second spots which good-naturedly poke fun at the utility company's service. One such spot includes the following imaginary conversation between a clump of dry wood and a cigaret:

"Hey, cigaret, are you burning?"

"Sure am, dry wood. What have you got in mind?"

"A great big, beautiful blaze."

"Ah-uh, count me out. I don't want to get soaked."

"Do you believe all that stuff about there's always plenty of water in Indianapo—glub, of glub, blub."

Utilities wouldn't have considered trying this humorous touch years ago; many of them, in fact, didn't think it was necessary to advertise at all. Now even such staid organizations as banks are putting a chuckle in their radio commercials.

■ The Bank of America, in California, used a whimsical approach to the outer space craze in some of its spots last year. One such commercial includes a conversation between two visitors from out of this world and a bank teller:

"Next stop, Earth."

"Okay, where do we borrow the earth money?"

"From the building over there. It says Bank of Am-er-ee-ca."

"I think that's Bank of Am-er-i-ca."

"Either is correct. Come on."

"Okay. I wonder what they'll say when they see us. Pardon me, we'd like to see something in Earth money."

"Yes, sir, right over there."

"They certainly are courteous here. Pardon me, sir, we want to

Million Dollar IDEAS

...a penny apiece!

Every single month, ideas selected from 40 or more business and trade publications are packed into a single issue of BRIEFED. Over 100 ideas per issue, more than 1000 per year. *Selling* ideas! *Advertising* ideas. *Promotion* ideas! No worthwhile idea escapes BRIEFED—and each has been tested on the firing line—sold goods and services for America's most successful businesses. You can quickly and profitably put these ideas to work for *your* business by reading BRIEFED regularly—just as the nation's top executives do. Only $10 per year for 12 idea-packed issues.

briefed

FOR THE BUSY EXECUTIVE

400 MADISON AVE. (Dept. A2) NEW YORK 17, N.Y.

USE "THE MOST

Because here

YOU CAN GET THE MOST

SALES FORCE

borrow Earth money."

"Isn't that a coincidence; we want to lend it. I would suggest a Bank of America time plan loan . . ."

This past summer, Bank of America introduced a new series of minutes and 20s featuring a comedy team, Mike Nichols and Elaine May, who have been gaining popularity in night clubs and on television.

■ Another bank, First Pennsylvania Banking & Trust Co., of Philadelphia, aims at entertaining sell with the following:

"Man, am I a man! Tattoo on my hand, patch on my eye, sunburn, rope burn. Man, am I rugged. That's why I go for the manlier money that you can borrow from First Pennsylvania. So useful for lighting pipes, cleaning shotguns, all those real manlier things. If you want a manlier loan, why not borrow from First Pennsylvania?"

■ A coffee marketer, Paxton & Gallagher Co., of Omaha, Neb., combined the refined with the ridiculous to sell its Instant Butter-Nut brand. An announcer interrupts a rehearsing opera star and asks her to sing the Butter-Nut words with the music. "Oh, you mean Madame Butter-Nut?" she quips.

■ Mary Ellens Inc., of Berkeley, Cal., has built an offbeat series of spots around a British family to promote its jams and jellies. In one ad, the parents in England have received a package of Mary Ellens jams from their son Reggie in America. At breakfast, the conversation goes like this:

Father: "Where is Reggie?"

Mother: "He's in America. He sent us some jam."

Father: "I wondered why Reggie hadn't come down to breakfast yet."

Mother: "Take your elbow out of the jam."

Father: "I thought it tasted tweedy."

Mother: "That's your elbow."

■ Even the beatnik trend has crept into radio. Several other sponsors have tried the "real gone" approach, but Manischewitz Co. has one of the most natural combinations with its borscht product. One in a series of 30 and 60-second spots goes something like this:

"Like, man, if there's one thing you just got to heap in your pad, it's our drink, the beat drink —Manischewitz borscht. It's too much, I tell you; simply Endsville. Manischewitz borscht is real cool, hot weather cool, real beet, all beet, garden fresh beet. In seconds it's real gone, man, that Manischewitz borscht."

■ John H. Dulany & Son, of Fruitland, Md., recorded a singing tongue twister to promote its line of frozen foods. A chorus of mixed voices tells us that "Dulany frozen foods have freshest flavor from faster freezing." About the second time around, the vocalists get the words jumbled. An announcer, in trying to straighten out the jingle, succeeds only in getting hopelessly ensnared in the line.

■ Products which at one time were considered too personal for broadcast advertising now are turning up in radio spots with increasing frequency. Scott Paper Co. hired two girl singers for a series of 20-second jingles which compare Waldorf toilet tissue to the softness of clouds.

■ RAB's library points up the different methods used to advertise competing products. Gerber Products Co., for example, espouses the authoritative approach to sell baby foods. One of its radio spots features a nurse discussing babies and nutrition. Beech-Nut swings out in a nursery rhyme style in several of the radio ads in its Babyland series.

Beech-Nut also likes the humorous approach. In one such spot, an announcer interviewed a baby. "How long, sir, have you been eating Beech-Nut baby food?" he asked. After the baby gurgled his reply, the announcer said, "You say all your life; that's three months."

■ An increasing number of advertisers, including Carling Brewing Co., of Cleveland, have been sending stations records of background music to be played while announcers present live commercials, according to RAB's Mr. Manders.

The largest per cent of people to make use of RAB's library to date have been creative people from agencies, Mr. Manders said. But many others will probably be turning to this commercials center to see what the trend setters are doing. #

'Globe-Democrat' Boosts Anderson to Ad Director

The *St. Louis Globe-Democrat* has promoted Elving N. Anderson to advertising director, succeeding Ernest G. Hoffsten, who has resigned to join the New Jersey of-

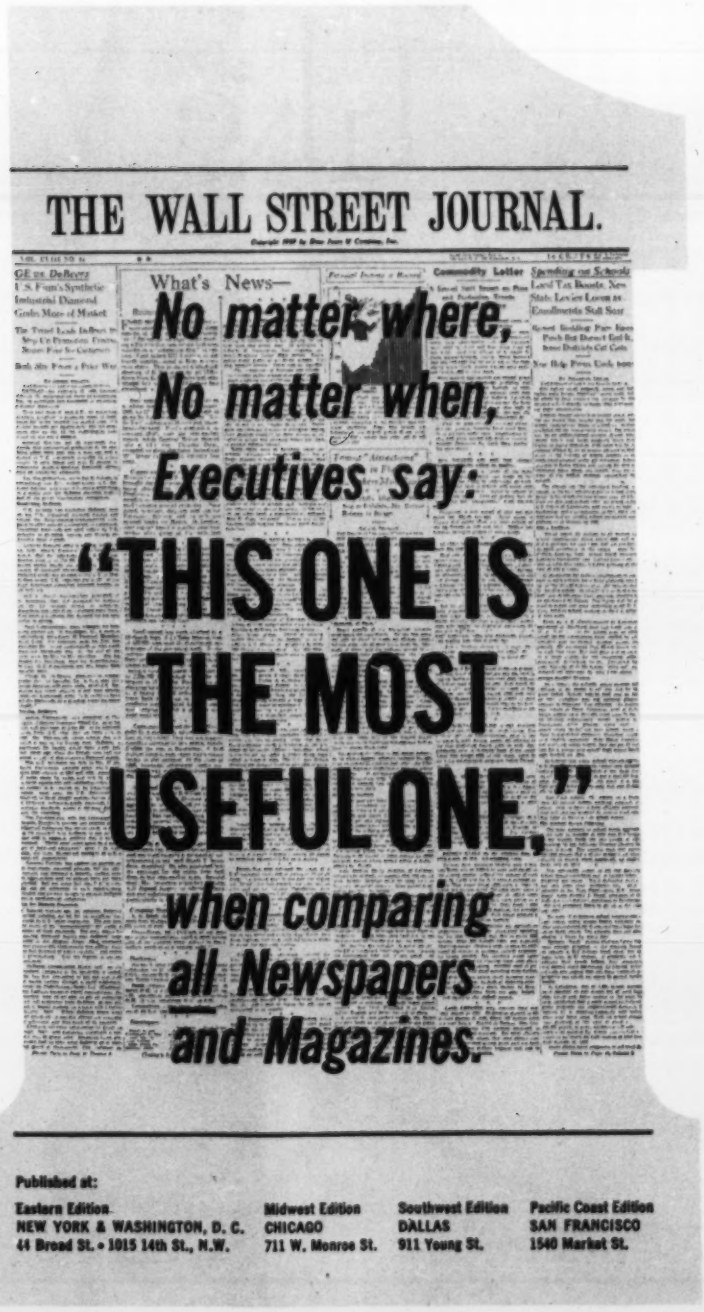
B. I. Magdovitz Elving N. Anderson

fice of Moloney, Regan & Schmitt, newspaper representative.

Benjamin I. Magdovitz, formerly retail advertising manager of the *Globe-Democrat*, was promoted to advertising manager at the same time. The *Globe-Democrat* also has named Richard L. Sullivan, formerly assistant manager of general advertising, retail ad manager, and Michael P. Meehan, previously of the general advertising staff, assistant manager of general advertising.

USEFUL ONE" MOST

Here is the medium you can use enthusiastically, knowing that the results will justify major effort on your part. Your advertisement in The Wall Street Journal creates sales-action up and down through the company executive ranks, cuts broadly across industries, stirs the prized interest of men who can, and do, act on behalf of not just one department . . . not just one firm . . . but many. This is impact with dynamic power. And this is the medium key executives everywhere say is "the most useful one." You can use it *most . . . with most confidence.*



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Pay TV—Just Another Medium: McCann's Reagan

Will Aid Theaters, Says McNamara; Moore Cites Success of All-Ad Show

LOS ANGELES, Oct. 6—Despite all the "charging about on white horses by pay tv advocates who talk about giving the public what it wants," it should be recognized their "main and only purpose is to make a buck," J. Neil Reagan, McCann-Erickson vp, told a meeting of the Los Angeles Advertising Women last week.

Mr. Reagan said this is an emotional subject at the moment and lends itself to many statements that show a "glaring disregard for the truth, and a profound lack of knowledge of economics."

"Madison Ave." has been the whipping boy of pay tv proponents for the programs it supports, he said. But, he asked, since most motion picture people are now in tv, where is the new talent to come from? Or, he added, are we to suppose that the same people now in tv can do better work for more money?

■ Speaking as a representative of advertising, Mr. Reagan said pay tv is no more than another medium among the many advertising people deal with all the time. He expressed doubt that, once established, pay tv would be free of commercials. Regardless, in our society, if and when there is pay tv, it will have to compete with free tv, and "the public will be the sole judge of what is best."

■ Mr. Reagan was replying to Paul McNamara, vp of International Telemeter Corp., a subsidiary of Paramount Pictures. Mr. McNamara had started by saying he feels pay tv advocates have not been very effective, because most people do not know how it works.

"NBC, CBS and the theater operators have done a great job of throwing roadblocks in our way," he said. He said he can understand the network opposition, but not that of theater operators. "This could be a boon to their business," he said. In Toronto, where Telemeter's system is now going on to wires, the major studios will all supply the product, he reported.

■ Mr. McNamara said that the motion picture business has gotten worse because what was once low-cost entertainment has grown increasingly expensive as producers have tried to get the same revenue from fewer picturs. Today, production of theater pictures is about 150 per year, as compared to the good years, when 450 pictures were made. With pay tv in 60 markets, production could total 1,000 pictures a year, he predicted. This would give the public much greater choice and at much less expense.

He repeated the well-known arguments that pay tv would bring back sports and other telecasts which have gone off for various reasons—competition at the gate, or lack of sizable audiences. Mr. McNamara said he does not believe wire tv—which does not take from free channels or require FCC approval—can now be stopped.

■ Pointing out that Telemeter visualizes a satellite type of operation in each community, he said that free time, mostly during the day, could be devoted to local affairs and commercial time sold. This would bring in neighborhood retailers who cannot afford or do not need advertising beyond their immediate community.

■ Dick Moore, president of KTTV, Los Angeles, declared there is no reason free tv and pay tv cannot operate side by side. On the other hand, he asserted, there is no reason to believe the public does not like advertising. The public accepts advertising in pay newspapers and magazines because ads are liked and believed in, and credited with "making the wheels go round."

To buttress this point, Mr. Moore cited his station's "Cavalcade of Spots," a straight half hour of commercials. On one program an announcement was made in the middle of 22 spots, saying a $37.50 bond would be given to the person correctly identifying four pictures to be flashed on the screen two seconds each. A total of 1,800 people sent in answers, he said.

■ Quoting from a release of TvB, Mr. Moore said it shows the 100 leading tv advertisers in 1958 spent a total of $748,000,000 in the medium. "If with this money we can't compete with pay tv, then we need more new people." Television needs more competition, not less, he asserted. Anyone who is so afraid of pay tv he tries to stop it should be replaced.

Mr. Moore said he is not concerned that pay tv will take from free tv. "As an independent station operator I'd rather face Mary Martin in 'Peter Pan' on pay tv than on free tv," he said. He concluded by saying he is for free competition and has no objection to pay tv so long as it is on wire, and does not take any channels that are free. #

Daniels Drew Abert

JOURNAL MEN MOVE UP—*Donald B. Abert, vp and business manager of Journal Co., publisher of the Milwaukee Journal, has been promoted to the newly created position of general manager (AA, Oct. 5). Robert K. Drew, vp and advertising manager, moves up to business manager, and Harold E. Daniels, advertising sales manager, was named advertising manager.*

Buchen Elects Hobson

Richard N. Hobson, copy chief of Buchen Co., Chicago, has been elected a senior vp of the agency.

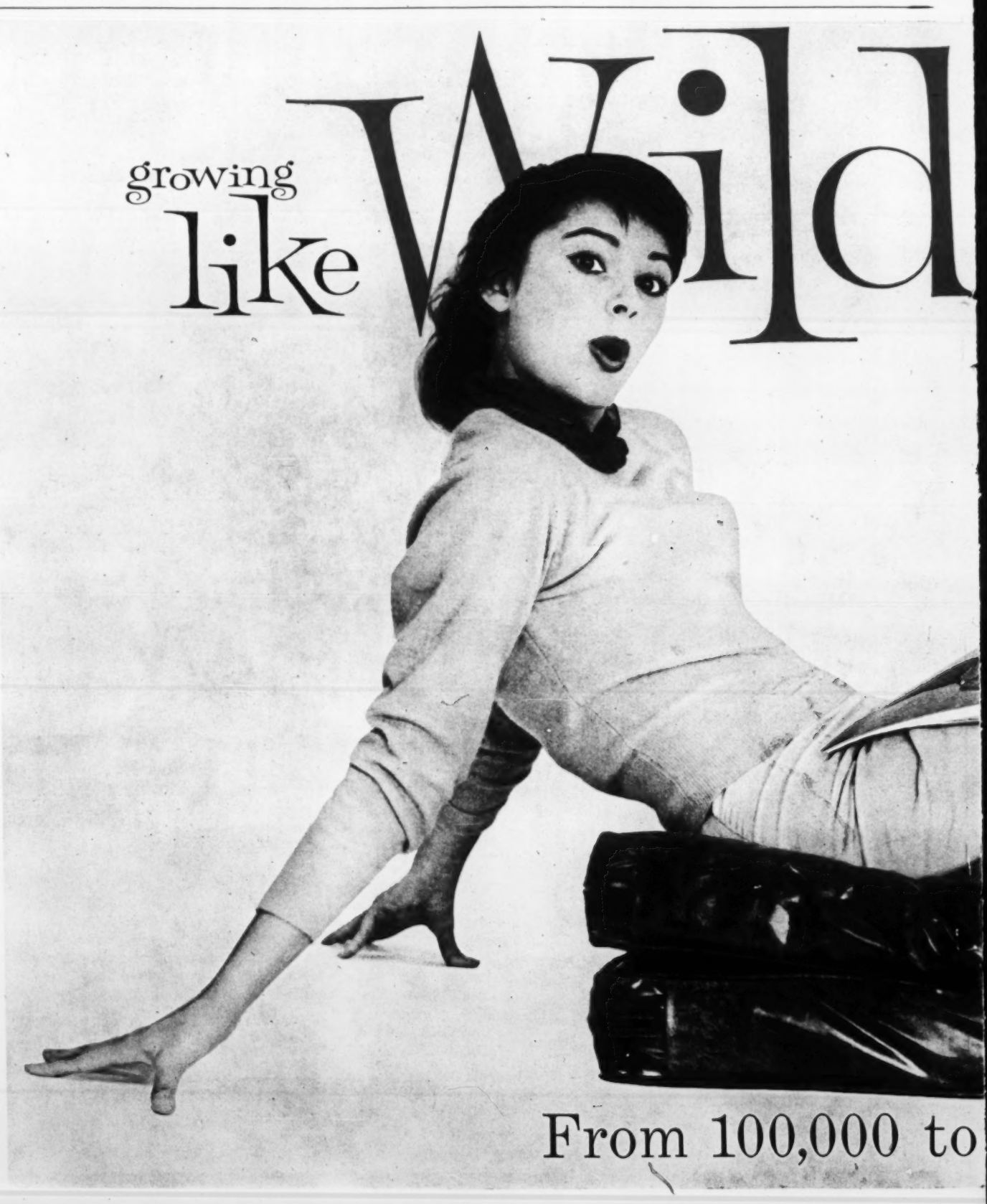
JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois



Lunch at Desk Has Rare Charm, Served by Vending Group

CHICAGO, Oct. 6—About 150 Chicago media people have been invited to a free lunch between Oct. 12 and Oct. 23. The only catch is that the diners will forego the atmospheric backgrounds of restaurants in favor of the familiar surroundings of their own desks.

National Automatic Merchandising Assn. has mailed 150 invitations to the media people, primarily to call their attention to the association's national convention, which will be held Oct. 31 through Nov. 3 at Navy Pier here.

■ On the menu of the complimentary at-your-desk lunch are such delicacies as oven-fried quarter of spring chicken, fresh fruit cocktail, cherry gelatin dessert with whipped cream and coffee. The lunches will be paid for by NAMA and the food will be provided by Automatic Merchandising Corp.

NAMA is composed of 1,500 manufacturers and operators of coin vending machines and food suppliers. #

Egg Board Contributions Are 52% Ahead of '58

Egg industry investments to the Poultry & Egg National Board are up 52% over this time last year, according to Lloyd H. Geil, general manager. Approximately 75,000 egg producers contribute 1¢ per case to the board, which hopes to raise $1,000,000 by Dec. 31, 1961.

PENB's No. 1 objective is the expansion of its nutrition and product research activities. Other points in the program include expansion of consumer information activities, educational activities in schools, advertising and merchandising and interpretation of the program to the industry. Western Advertising Agency, Chicago, handles the account.

ROLLING ALONG—*Ford Motor Co. kicks off a heavy promotion for its trucks starting Oct. 12 with color spreads like this in Business Week, Life, Nation's Business, Newsweek, Time and U. S. News & World Report. A b&w ad will also run in the Wall Street Journal. Entire campaign will include network tv, newspapers, outdoor and farm trade publications as well as direct mail. J. Walter Thompson Co. is the agency.*

'Stop Smoking, Start Bathing' Is Benny Show Motif

NEW YORK, Oct. 6—The switch from cigarets to soaps was made by Jack Benny in his season opener on CBS-TV, but not without a lot of hullabaloo.

Mr. Benny, who had been sponsored by Lucky Strike for the past 14 years, devoted most of his Sunday night program to showing viewers how difficult it can be to stop talking about smoke rings and start talking about bubbles. This year Lever Bros. is backing the Benny telecast, as well as its alternate, the "George Gobel Show," Sundays at 10 p.m., EDT.

The fracas started on the Benny premiere, when announcer Don Wilson, who was supposedly "unaware" of the change in sponsors, began directing the Sportsmen Quartet in a singing commercial for the cigaret maker. The horrified Mr. Benny stopped the music. In a later attempt, the singing foursome began harmonizing on the joys of cleaning with Lux, but soon slipped back to the more familiar Luckies verse.

■ Mr. Wilson explained that it was pretty hard to make the change after being with one sponsor for so many years. "Well, stop smoking and start bathing," Mr. Benny retorted.

At one point, singer Dennis Day said that he was quitting because he didn't want to work for a man who couldn't hold a sponsor.

American Tobacco Co. is undoubtedly mighty pleased with all the "free publicity" it received for Luckies. Even Lever Bros. can feel content, because the program certainly helped entrench its name in the minds of the viewers as Mr. Benny's new sponsor.

Lever products featured on the show are Lux liquid detergent, Lux soap and Stripe toothpaste, all handled by J. Walter Thompson Co. #

Toronto Art Directors Elect

Cliff Wilton, creative director of E. W. Reynolds Ltd., has been elected president of the Art Directors Club of Toronto. Other officers elected are John Richmond, lecturer and freelance artist, 1st vp; Ross Sharpless, J. Walter Thompson Co., secretary, and David Haughton, Haughton Advertising Artists, treasurer.

Lexington Papers Boost Price

The *Lexington Herald* and the *Lexington Leader* have increased daily newsstand prices 2¢. The afternoon *Leader* and morning *Herald* now cost 7¢. The dailies also increased home delivery prices 5¢ a week because of mounting production costs. The *Sunday Herald-Leader* continues to sell for 15¢.

the fastest growing magazine in the world

"Like wild" describes 'TEEN's swelling circulation, an increase of 500,000 in two and a half years! Want a reason? Simple. More and more members of the dynamic teen-age market have discovered that 'TEEN is *their* magazine. And they are proving their power of purchase to advertisers to the tune of a current *ten billion dollar* buying habit!

Conclusion: 'TEEN *reaches* and *sells* the big-spending, fastest growing market in the world today!

'TNCB, 'TEEN NATIONAL CONSUMER BOARD, helps advertisers keep in touch with teen-age tastes, attitudes, preferences through a scientifically-selected board of 1500 teen-agers. They provide the answers *before* you advertise!

Want to know teen-age spending habits and product preferences in your product field? Get in touch with 'TEEN magazine, Los Angeles, California.

Write or phone your nearest 'TEEN office for complete information:

'TEEN MAGAZINE • *Another Petersen Publication*

LOS ANGELES: *5959 Hollywood Blvd.* • DETROIT: *738 Book Building*
CLEVELAND: *834 Schofield Building* • CHICAGO: *360 North Michigan Avenue*
NEW YORK: *17 East 48th Street* • SAN FRANCISCO: *155 Montgomery Street*

600,000* in two and a half years!

Guaranteed circulation, Jan., 1960 issue; 2,400,000 readers per month.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

Any Market Is as Big as Its Best Newspaper Makes It

"Any market is as big as its best newspaper makes it." This statement in the newspaper industry has come to be looked upon by many as a truism.

Using Sales Management Estimates as the base, Richmond Newspapers, Inc. have come up with some interesting market evaluations in their 1959 study of 176 Metropolitan Markets. As one of its yardsticks the newspaper is accorded as its market all counties in which it has 20% or better Family Coverage. Charleston, W. Va., shows up remarkably. Current population estimate* of Charleston's 14-county Primary Market area is 639,800.

By *Population* Charleston is ranked 60th market in the nation. By this measurement Charleston outstrips, among others, Spokane, South Bend, Akron, Wichita, Chattanooga and Worcester.

On *Total Consumer Spending Units* Charleston ranks 69th. Markets below that rating are Youngstown, Wilmington, Mobile, Chattanooga, Peoria and Evansville.

In *Total Retail Sales* Charleston ranks 77th. Among cities Charleston leads are Worcester, Tacoma, Peoria, Flint, Chattanooga and Duluth.

Charleston shows up strong in other categories and takes rank over any number of metropolitan markets with Central cities of long established 100,000-plus corporate limits populations.

If "any market is as big as its best newspaper makes it" the saying goes double in Charleston. Are you using the Charleston newspapers to sell your goods or services?

*Sales Management's 1959 Survey of Buying Power

Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS

The Charleston Gazette | Charleston Daily Mail | Sunday GAZETTE MAIL

CHARLESTON IS WEST VIRGINIA'S STATE AND INDUSTRIAL CAPITAL

PUBLISHERS: NEWSPAPER AGENCY CORP., CHARLESTON 30, W. VA. REPS.: JOHNSON, KENT, GAVIN & SINDING, INC.

Europe Is Importing What It Invented: Motivation Research

HAMBURG, Oct. 6—Among the numerous headaches for European manufacturers which will inevitably accompany the profits resulting from the common market is that of increased competition for share of market, as the member countries open up their economic frontiers to each other.

Out of this an ironic situation has developed, according to Burleigh Gardner, executive director of Social Research Inc., Chicago, who flew here this week. According to Mr. Gardner, Europe, which spawned motivational research in the U.S., via the theories of psychoanalysis and other schools of depth psychology, is now forced to import American experts in this field in order to meet the complexities of large scale marketing.

Mr. Gardner said many marketing organizations in Europe are doing this by affiliating with U.S.-based research groups. Mr. Gardner's organization is associated with the Institut fur Absatzpsychologie here, headed by Friedrich H. Sieber, a social psychologist.

■ Mr. Sieber explains the lack of motivation and social psychology experts in his country thus:

"Wartime dislocation of our universities, plus the continued departmentalization of social science study, mean that our universities cannot meet the demand for men experienced in this field. Meanwhile, business has become increasingly aware of how motivation research can help in the development of new markets and advertising and marketing techniques.

"Business in Europe, as in the U.S., has gone through three evolutionary stages since World War II," he said. "First was the period when consumer demand outpaced production, and manufacturers sold everything they could make. As production balanced consumption, manufacturers became concerned with statistical market research. Now we are entering the third stage, when business must make qualitative studies of basic attitudes toward products and ideas."

■ Companies doing business in Europe face a number of problems inherent in regional and geographical differences that have grown up over the centuries, according to Mr. Sieber. And the common market is bringing new problems through increased competition, "internationalization" of products and the need to develop mass market techniques.

Mr. Sieber points to the German cigaret and beer industries as examples of extreme regional differences. Of some 200 brands of German cigarets, only three or four are widely sold throughout the country. And not only the product but the package must meet local preferences.

People in northern Germany respond to cigarets in white and light-colored packages. Red and other bright colors appeal to southern consumers.

■ Taste in beer is equally fragmented, with many local breweries and few that sell on a national basis. Similar conditions prevail for nearly every consumer product in every country in Europe, he said.

"When a company learns the basis for these differences, it is in a good position to seek markets in other countries to which its products will appeal," Mr. Sieber said. #

Cudahy Conducts Record Ad Push in Three Media

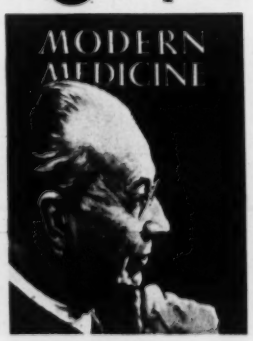
Patrick Cudahy Inc., Cudahy, Wis., meat packer, currently is conducting the most extensive ad campaign in its history. The company is running full-color pages in the *Chicago Tribune* and *Milwaukee Journal*, 96 outdoor posters in the Milwaukee area and a saturation spot radio push on five Milwaukee stations plus three more stations in Green Bay and Madison. In addition to its regular line, Cudahy is promoting seven new pork sausage products. Al Herr Advertising Agency, Milwaukee, is the agency.

Omnia Names Mrs. Rezzara

Mrs. Finny Rezzara has taken over as chairman of the board and president of Omnia Pubblicita, Milan, following the resignation of Aldo Rezzara as president of the agency. Corrado Zincone, formerly of Colman, Prentis & Varley of Italy, has been named managing director of Omnia.

COMING SOON!

■ *A report to those interested in reaching the U.S. medical profession..one that is unique in the medical publishing field. Here is eye-opening evidence of the vast audience of* interested *doctors delivered by one medical publication..MODERN MEDICINE. And it is based entirely on facts and figures reported by the doctors who are · or who could be · your customers.* ● *The data will be available soon in a booklet packed with graphically illustrated facts.* ● *We suggest you reserve an early copy. Ask for booklet A3. What you see here may well affect your choice of a basic medium for reaching and influencing U.S. physicians.* ● *Copies will be available from MODERN MEDICINE, 84 South 10th St., Minneapolis 3, Minnesota, or from any MODERN MEDICINE representative.* ●



MDP *Minneapolis • Chicago • New York • San Francisco • Los Angeles* ● *In Canada: Modern Medicine of Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia*

BUY THE IMPACT!
BUY PUCK!

Among New York City's vast forest of buildings, there's one your eye can't miss. Thrusting its tower 1,472 feet above street level, the Empire State Building climbs 102 stories into the sky to stand out among all the rest. Do you want to power your advertising with this type of "can't-miss-it" *impact* upon both vision and memory? Then put your advertisements in PUCK. In addition to the *impact* of its giant, full-color pages, PUCK gives you another pronounced advantage: *PUCK provides you both more adult and more juvenile readers for your advertising than does any other print media per dollar invested.*

*Ad size of digest type page

*Ad size of picture type page

*Ad size of the Big IMPACT PUCK Page

*Pages illustrated above are scaled to proportionate size.

THE MESSAGES OF PUCK ADVERTISERS ARE DELIVERED BY THESE SUNDAY NEWSPAPERS:

Akron Beacon Journal
Albany Times Union
Baltimore American
Birmingham News
Boston Advertiser
Charlotte Observer
Chicago American
Dallas Times Herald
Detroit Times
Ft. Worth Star Telegram
Harrisburg Patriot News
Houston Post
Long Island Press
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
Newark Star Ledger
New York Journal American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
St. Louis Globe Democrat
Syracuse Herald American
Washington Post Times Herald
Wichita Beacon
(Optional) Chicago News

In Montreal...

. . . most of the English households in this two-language metropolis are reached and sold by The Montreal Star—for years the leader in its field in circulation and volume of advertising.

• *Ask for the Star's useful data book.*

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

A. O. Smith Boosts Axthelm

R. E. Axthelm has been appointed advertising and sales promotion manager of the A. O. Smith electric motor division, Tipp City, O. In addition to those duties Mr. Axthelm, who joined the company in 1954, will be supervisor of application engineering.

Magic Iron Names Agency

Magic Iron Cement Co., Cleveland, has named Palm & Patterson, Cleveland, to handle its advertising and public relations. A campaign for the company's Woodblend putty pencils is scheduled for approximately 20 trade and consumer publications.

Lefton Names Three VPs

George W. Wolfston, Bernard M. Kessler and Alexander I. Ross have been appointed vps in the New York office of Al Paul Lefton Co. All were formerly account executives with the agency.

Information for Advertisers

Chain Store Age has published two maps showing marketing operations in the drug and grocery fields. The drug map shows distribution of chain drug store sales by states, locations of buying offices, number of stores in operation and the geographical distribution of shopping centers. The grocery map contains comparable breakdowns. Single copies of the map are available free to agencies and manufacturers from *Chain Store Age*, 2 Park Ave., New York.

• **Materials In Design Engineering** has published a 40-page study on "Fabricated Materials, Forms & Shapes," which includes data on 23 different forms and shapes of materials broken down by ferrous and non-ferrous metals and non-metallic materials. Single copies are available to manufacturers and agencies from William P. Winsor, publisher, *Materials in Design Engineering*, 430 Park Ave., New York 22.

• The sales promotion division of the **National Retail Merchants Assn.** has published the 1960 edition of the "Sales Promotion Calendar," which provides day-to-day control for advance sales promotion planning and budgeting, and detailed guidance in many areas of promotion. Included are charts showing percentage of sales each department should do by month as compared to national figures to store-wide sales figures, and to the department's own annual volume. Additional information may be obtained from the National Retail Merchants Assn., 100 W. 31st St., New York 1.

• The **Bureau of Advertising**, American Newspaper Publishers Assn., has published a folder on "Co-op Advertising . . . a Buy-Line to Your Profit Story." Included in the folder presentation is a suggested plan for organizing a store's co-op advertising as part of an integrated advertising program that takes advantage of prime selling opportunities rather than just haphazardly using available funds. Additional information may be obtained from the Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17.

• The **Gary Post-Tribune** and the **Hammond Times** have published a folder describing the Gary-Hammond-East Chicago, Ind., market, including population, retail sales, food sales, automotive sales and drug sales. Copies are available from Jerry Woodward, the *Gary Post-Tribune*, Gary, Ind., and from Kenneth V. Peterson, *Hammond Times*, Hammond, Ind.

• **B. Klein & Co.** has published the 1960 edition of the "Mail Order Business Directory" which lists more than 3,000 mail order companies, the names of buyers, and the lines they handle. The directory is priced at $15 on 10-day approval. Additional information may be obtained from B. Klein & Co., 27 E. 22nd St., New York 10.

• **Electronic Technician** has published a booklet, "Industrial Electronic Maintenance," which outlines the facts, figures, and statistics on the maintenance function in the industrial electronics field. Copies are available from "Industrial Electronic Maintenance" (special monthly edition), *Electronic Technician*, 480 Lexington Ave., New York 17.

• The **Des Moines Register** and **Tribune** has published the 1959 "Circulation Analysis & Market Data Book." Special feature in the 44-page book is a gatefold table comparing the *Des Moines Register* and *Tribune* daily and Sunday markets with the top 35 metropolitan newspaper markets. The book is illustrated with maps correlating circulation and market data. Copies may be obtained from David Kruidenier Jr., vp, *Des Moines Register* and *Tribune*, Des Moines 4.

• The "1959 Atomic Industry Directory of Products, Equipment & Services," published in April by the **Atomic Industrial Forum**, is now in its second printing. The 132-page book lists 40 major classifications for products, equipment and services, plus 130 sub-categories in the cross-index. Priced at $2.50 per copy, the directory is

? WHO IS ON TOP NOW

DEALERS say "Hardware Retailer" because...

"It is the *basic* guide for hardware dealers" . . . 2 to 1
"Offers the best guidance for turnover problems" . . . 2 to 1
"Helps the most in improving business practices" . . . 2 to 1
"Best source of industry news about products, selling trends, dealer news, retail selling methods" . . . 2 to 1
"It is the *leader* in the hardware field" . . . 2 to 1

Facts from national survey by Independent Market Research Bureau.

YOUR NO. 1 CHOICE
HARDWARE RETAILER

MAKE HARDWARE RETAILER YOUR BASIC TRADE CHOICE

CHARLES M. SPENCER, *formerly president of Blue Coal Corp. and sales vp of Glen Alden Coal Corp., New York, has left both posts to become an exec vp and director of Klau-Van Pietersom-Dunlap, Milwaukee. His responsibilities will be divided between management and general client liaison duties.*

available from the *Atomic Industrial Forum*, 3 E. 54th St., New York 22.

• **Rolland Publications** has published its fourth issue of the 1959 "Mexican National Industrial Directory." In three volumes it contains 5,250 pages which list alphabetically more than 50,000 manufacturers, importers, exporters and distributors in the Republic of Mexico. Priced at $30, the three volumes are available from Rolland Publications, Vallarta 21-20 Piso, Mexico 4, D.F.

• **Dix & Eaton** has published an eight-page booklet, "Corporate Image: What It Is & Why It's So Important to You." The booklet covers the definition of corporate image, how favorable corporate image benefits a company, how a company's true image is determined and the importance of corporate image to sales and sales promotion activities. Copies are available from Dix & Eaton, 1010 Euclid Bldg., Cleveland 15.

• An integrated advertising and sales promotion prepared solely for stationery and office supply dealers in support of interleaved and marginal punched forms and the binder to hold them has been assembled in a 24-page book by the **Wilson Jones Co.** Copies are available from the advertising department, Wilson Jones Co., 209 S. Jefferson St., Chicago 6.

• **Kling Photo Corp.** has published a 16-page brochure describing the various uses of the Minox camera. The brochure is illustrated with Minox photos by prize winners and professionals. Copies of the brochure are available from the Kling Photo Corp., 257 Park Ave., South, New York 10. #

Phillips-Ramsey Adds Three

Severin Construction Co. and Dyacor Products, residential builders, and Stromberg-Carlson-San Diego, all of San Diego, have named Phillips-Ramsey, San Diego, to handle their advertising and public relations.

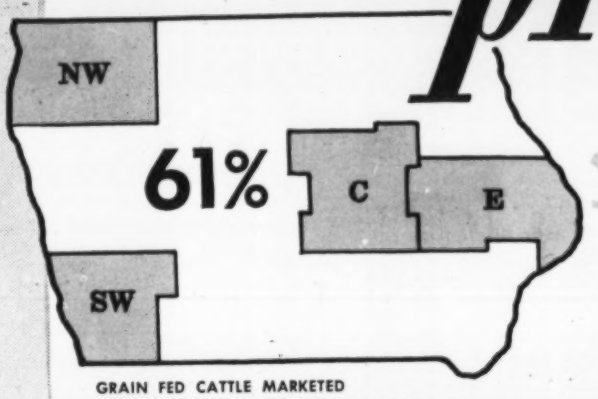
Nelson, Marquis Named VPs

Hoefer, Dieterich & Brown, San Francisco, has appointed James C. Nelson Jr. and Harold H. Marquis Jr. vps. Mr. Nelson serves the agency as creative director and account executive. Mr. Marquis is an account executive and merchandising director.

Minwax Names D&C

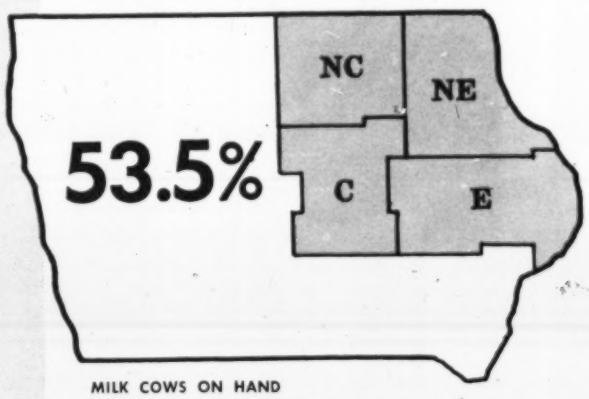
Minwax Co., New York, maker of wood finishes and waterproofing materials, has appointed Donahue & Coe to handle advertising. St. Georges & Keyes (now Adams & Keyes) previously handled the account.

THE SPOKESMAN *pin points*



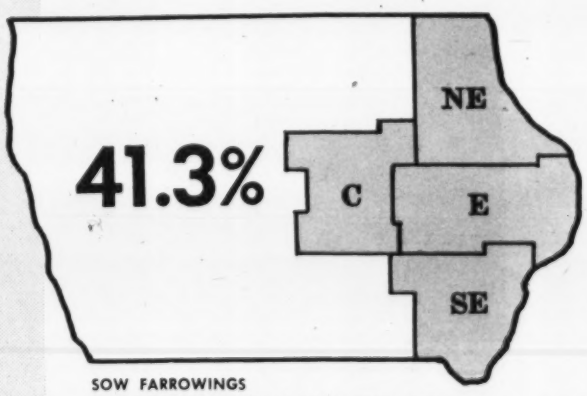
GRAIN FED CATTLE MARKETED

61 per cent of the grain fed cattle marketed in Iowa in 1958 came from the counties in the Eastern, Central, Southwestern and Northwestern Spokesman editions.



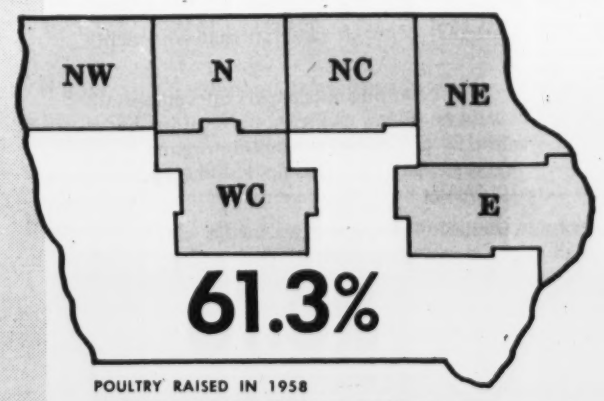
MILK COWS ON HAND

53.5 per cent of Iowa's dairy cows are located in the counties in the North Central, Northeastern, Eastern and Central Spokesman editions.



SOW FARROWINGS

41.3 per cent of the fall 1958-spring 1959 sow farrowings occurred in the counties that comprise the Eastern, Northeastern, Central and Southeastern Spokesman editions.



POULTRY RAISED IN 1958

61.3 per cent of the total Iowa poultry production is concentrated in the counties that make up 6 Spokesman editions—North Central, Eastern, Northeastern, Northern, West Central and Northwestern.

4 Edition Rate, per col. inch $4.50
6 Edition Rate, per col. inch $6.50

THE IOWA LIVESTOCK AND POULTRY MARKET

25 Years Of Valuable Service To The Iowa Farmer . . . Ideal For Testing And Dealer Identification

Several farm publications have recently adopted a regional breakdown formula . . . similar to the program the Spokesman has had in effect in Iowa for the past quarter century. Each week the Spokesman—Iowa's weekly farm newspaper—is published in a series of 12 separate localized editions . . . giving the advertiser maximum flexibility in coverage of this vital agricultural market.

Late Survey Figures Show Quality of Spokesman Audience

An April 1959 survey shows the average Spokesman reader farms 240 acres . . . planted 94 acres of corn this year . . . has 2.1 tractors per farm . . . will market 233 hogs. Further figures indicate that over half (53.8%) are feeding cattle—an average of 66.7 head per farm. He has lived on his present farm 18 years—and over half (53.5%) own their own farm. **This is quality coverage . . . the kind you want in Iowa.**

FARM BUREAU SPOKESMAN 25th ANNIVERSARY 1934 1959 GRUNDY CENTER, IOWA

HOW MUCH COVERAGE IS NEEDED?

Although the last census lists 192,933 total farms in Iowa, there are 122,335 farms with a gross annual income of $5,000 or more. Many farm marketing and management experts agree **this** is the market (Classes I, II, and III farms) for agricultural goods and services. The Spokesman, with its 130,000 uniform border-to-border circulation, gives you blanket coverage in Iowa for a cost of only 8.5¢ per inch per thousand.

Write today for all edition rates and complete information.

IOWA FARM BUREAU Spokesman

REPRESENTATIVES:

Midwest: Prendergast & Minahan. 185 North Wabash Ave., Chicago, Ph. Financial 6-0993

Eastern: Norris H. Evans Co., Box 36, Upper Montclair, N. J., New York, Ph. Plaza 5-1127

Danish to Smith/Greenland

Roy Danish, formerly vp of Marschalk & Pratt division of McCann-Erickson, has joined Smith/Greenland Co., New York, as a vp and member of the plans board.

sales presentations

murryhill 3-8215

rapid art service, inc.

art studio • typesetting and letterpress • displays
silk screen printing • box easels and binders • exhibits
304 E. 45TH STREET, NEW YORK 17, N.Y.

grandoe

WELL IN HAND—*Full-page color ads like this will be used for Grandoe Gloves in its fall campaign in The New York Times Magazine and Vogue. Mervin & Jesse Levine, New York, is the agency.*

How Union Financed Rival Daily Is Told in Court by 'Tri-City Herald'

(Continued from Page 3)

to start a newspaper of his own, take away the *Herald's* advertising and later buy the stock at "5¢ on the dollar."

■ The following March, ITU struck the *Herald* when the union asked $90 for a 37½-hour week and the *Herald* offered $85 for a 40-hour week. Mr. Lee said the union refused to arbitrate. The *News* came out as a daily 11 days later, and both have been publishing continuously since, the *Herald* with a non-union shop. Scott Publishing Co. alleges that the ITU, through Unitypo, financed the *News*, permitting it to sell advertising and subscriptions at unreasonably low rates in order to drive the *Herald* out of business.

When the strike came, Mr. Lee said, the *Herald* continued to publish right after the strike, with the help of an employe from the Pacific Northwest Newspaper Assn. plus several loyal employes, plus two new men, and with department heads pitching in. For himself, he said, "I put on an apron and went to work."

Among aggravations, Mr. Lee went on, tacks and nails were scattered over nearby streets, some windows of his plant were smashed, oil-soaked rags were stuffed under the rear of the newspaper building and telephone lines were cut.

ITU "service" automobiles followed the *Herald's* delivery boys, Mr. Lee continued, noting addresses where the *Herald* was delivered. Mothers of some newsboys were in such fear, he added, that their boys had to quit delivering the *Herald*. Advertising volume dropped, and the union issued "do not patronize" lists asking patrons to stay away from the *Herald*, Mr. Lee said.

■ In the years since the strike, however, the *Herald* has continued to lead the *News* in circulation, Mr. Lee testified. Had the *News* overtaken the *Herald*, the results would have been "disastrous" in loss of advertising, he explained. "We had no additional resources which we could turn to operate on a loss basis," he said.

Mr. Lee said he first learned in 1952 of financial contributions which Unitypo made to the *News*. The information came in a conversation with W. E. Scheyer, former general manager of the *News*. Later full disclosure was made in a deposition taken in February, 1955, in a state court action involving stock in the *News* which Mr. Lee said he had obtained.

Evidence in the anti-trust case in federal court presented earlier this month showed that Unitypo made 97 loans to the *News* for a total of $1,060,054 in principal and interest from Dec. 31, 1952, to Dec. 1, 1957. Subsequently all but two qualifying shares for directors were turned in to Unitypo. James M. Bryce, son-in-law of Mr. Parish and formerly secretary-treasury of the corporation which owns the *News*, said the stock had been pledged on the Unitypo loans but that he and Mr. Parish have an option to buy the stock back.

■ A letter was introduced in evidence, written by Mr. Bryce in 1951, which said, "Once the consolidation of the field has been accomplished, it would be a fantastically valuable field," referring to the Tri-City area, an industrial center on the Columbia River, which has grown rapidly in the postwar period, with manufacturing and distribution at Pasco and Kennewick, and with the Atomic Energy Commission's expanding operations at Richland.

A chart introduced in evidence showed that losses of the *News* totaled $1,284,898 in the first ten years of operation from August, 1949, to June 30, 1959. Rate cards introduced by the plaintiffs showed, the court was told, that rates of the *News* generally were being reduced during this period.

Mr. Scheyer, named general manager of the *News* in July, 1950, remained for one year, and now is in the automobile business

W. H. Schink, vice-president and media director of G. M. Basford Company, checks Canadian markets as Anthony J. Machiedo, assistant media director, left, and Michael F. O'Boyle, space buyer, look on.

"You have to make a Canadian approach"

"You have to take the native approach when selling to expanding business and industry in Canada. Each year, we purchase more space in Canadian business papers. These publications offer the desirable editorial approach in an ideal climate for effective selling of the growing Canadian markets".

So says W. H. Schink, vice-president and media director of G. M. Basford Company.

G. M. Basford is just one of scores of top U.S. advertising agencies whose clients market in Canada—and who use Canadian business papers to tell their product and company stories.

Canadian business publications are modern, lively, authoritative: they cover practically every market in Canada with original editorial material that wins depth readership.

More than 130 B.N.A. business papers offer important values to advertisers. Every member publication has a circulation audit by a recognized auditing organization. A large percentage have readership studies or other factual data for media analysis.

Overflow circulation of American media can't do a thorough job in penetrating the business and industrial markets of Canada. Canadian business publications take your message effectively to the largest audience of interested Canadian buyers.

397

Essential to ANY promotion in Canada:

The members of BNA

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

100 University Avenue, Toronto, Canada

The organisation of more than 130 leading Canadian business publications

WNJR
negro radio for
metro new york

Where's the best place for your advertising to women?

(Ask your wife...or 6,000,000 other women)

IT'S EASY to get a woman's attention. It's hard to get a woman's approval. To show her your bright ideas most effectively, show them to her in surroundings where the mood and atmosphere are appropriate. (She wouldn't shop for silk pumps among the salami in the corner delicatessen.)

Because women like being women, they feel closest to magazines edited just for them. Ask your wife. Ladies' Home Journal is the largest and most influential magazine in its field because Journal editing talks personally to a woman... makes her feel special. Journal vitality gives a woman's *own* ideas vitality.

Example from the October issue: outstanding personalities Marian Anderson, General Gruenther, Al Capp, Victor Ruether, as well as Editors Bruce and Beatrice Gould, Margaret Hickey, and Glenn White give their candid opinions on the controversial issue, "Is College Education a Right or a Privilege?" The objective: to give Journal readers the opportunity to match *their* views with those expressed in this Journal Forum, and decide with *action*.

Well over 6,000,000 women will buy and read the Journal, beginning with the October issue ...millions more will respond to *Journalpower*. This is why Ladies' Home Journal revenue keeps climbing, widening the gap between the Journal and the second women's magazine. The November issue closed with a 13.2% revenue gain over a year ago... reflecting a gain of more than 8000 lines!

More and more advertisers are placing their No. 1 money in the No. 1 women's magazine.

Never underestimate the power of the No. 1 magazine for women

LADIES' HOME JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

WHICH IS BIGGER

500,000 or 1/2 a million ?

Frankly, we're impressed with both. Why not say the Long Beach City Zone population is 508,369 and let the figure speak for itself? 7 out of 10 families in this zooming market are readers of the Independent, Press-Telegram. No other daily newspaper reaches even 1 out of 10.

LONG BEACH, CALIFORNIA

Independent Press-Telegram

morning Sunday evening

Represented nationally by RIDDER-JOHNS, INC.

in Antioch, Cal. He testified, "Our only effort to build the *Columbia Basin News* was ultimately to eliminate the *Herald*, which was behind the eight ball because of union activities."

■ Mr. Scheyer said that he and Mr. Bryce met in February, 1951, with members of the ITU executive council in Indianapolis to solicit a loan for the *News* and came away with an ITU check. Other funds were advanced periodically, with the money going to Mr. Parish at his Seattle office; Mr. Parish then drew on his account as funds were needed at the *News*. This was done, Mr. Scheyer said, "to prevent general knowledge . . . of the manner of financing."

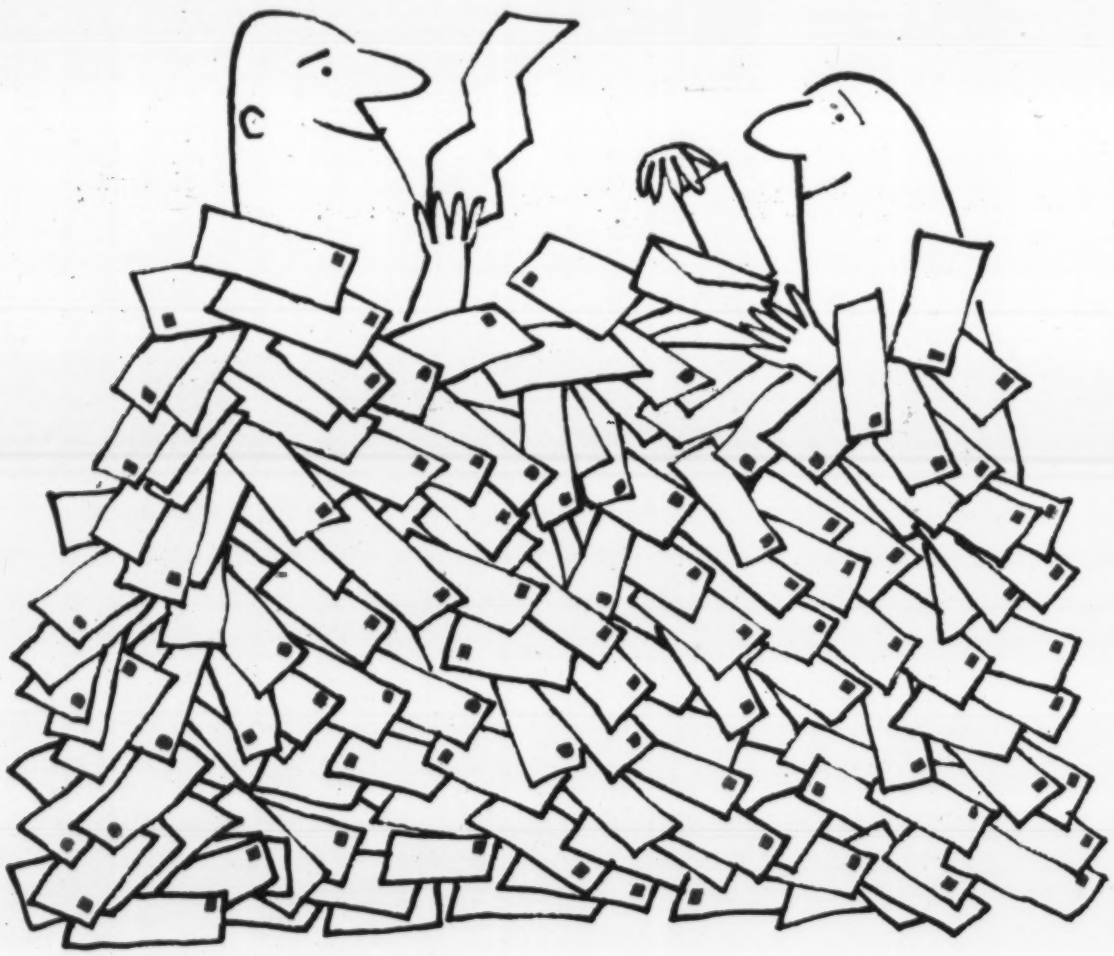
Loans to the *News* were part of ITU's general "defense policy," a deposition taken from the late Don Hurd showed. Mr. Hurd was secretary-treasurer of ITU and of Unitypo. He said the union tried to keep secret its loans to the *News* because of earlier experience in union efforts "to establish competing newspapers, particularly in strike situations." He went on to say that ITU's experience had been that "through the influence of the ANPA [American Newspaper Publishers Assn.] or some such group, every roadblock, every pitfall, every possible means to stop the operation from being successful was employed."

■ The Pacific Northwest Newspaper Assn. loaned the *Tri-City Herald* $10,000 in May, 1950, D. S. Haines, administrative assistant to the publisher of the *Oregon Journal*, testified. Mr. Haines in 1950 was secretary of the association. He said that the association helped get key non-union printers from Vancouver, B. C., to work at the *Herald*. He said the association also made available to the *Herald* automatic teletypesetter equipment to cut its personnel needs.

Mr. Lee last week testified that that $10,000 loan from the association has been repaid with interest, and the teletypesetter equipment obtained from the association has been paid for. #

Krings Garretson Griesedieck Doody

TOP BREWERS—*The advertising managers of three of the top brewers in the country were present at a meeting of the Advertising Club of St. Louis at which one of them, Robert C. Garretson, Carling Brewing Co., spoke. The others are Ray E. Krings, Anheuser-Busch, and Alvin Griesedieck Jr., Falstaff Brewing Corp. Edward G. Doody is president of the club.*



S. R. O. IN THE MAIL ROOM

We're snowed with fan mail . . . and we love it! We knew we had a good thing when complete-range programming was in the planning stages, but—frankly—we didn't anticipate the astounding results we got (and are still getting). Thousands of unsolicited letters from five states and Canada! Articles in national and local publications! Phone calls and telegrams! One man said, "It is a pleasure to be able to turn to a spot on the radio dial where honesty and integrity of purpose are the criteria for intelligent, mature programming." How about that!

All of this response, and complete-range programming has been in effect only a few months. It's like the pleasure of having a new baby —then finding the baby can walk and talk its first day home.

The credit goes to the 134 people of WJR's staff. They've put together an assortment of good listening that offers something special for everyone who tunes in. They write the shows, produce the shows, star in the shows. It's 100% WJR.

To enjoy the results of *live* radio—radio that lives and breathes and pleases and sells 17,000,000 people in the Great Lakes area, just have your agency or ad manager get in touch with the Henry I. Christal man and join the fine company of advertisers on WJR.

WJR DETROIT

760 KC 50,000 WATTS

RADIO WITH ADULT APPEAL

Florida Bans Free Distribution of 'Turnpike Guide'

MIAMI, Oct. 6—Gov. LeRoy Collins, quoting a ruling by the state attorney general, Richard Ervin, that the booklet violates a state law banning advertising handouts on public highways, last week ordered "ceased immediately" distribution of the giveaway advertising magazine which has been passed out by toll takers on the Sunshine State Parkway for the past two months.

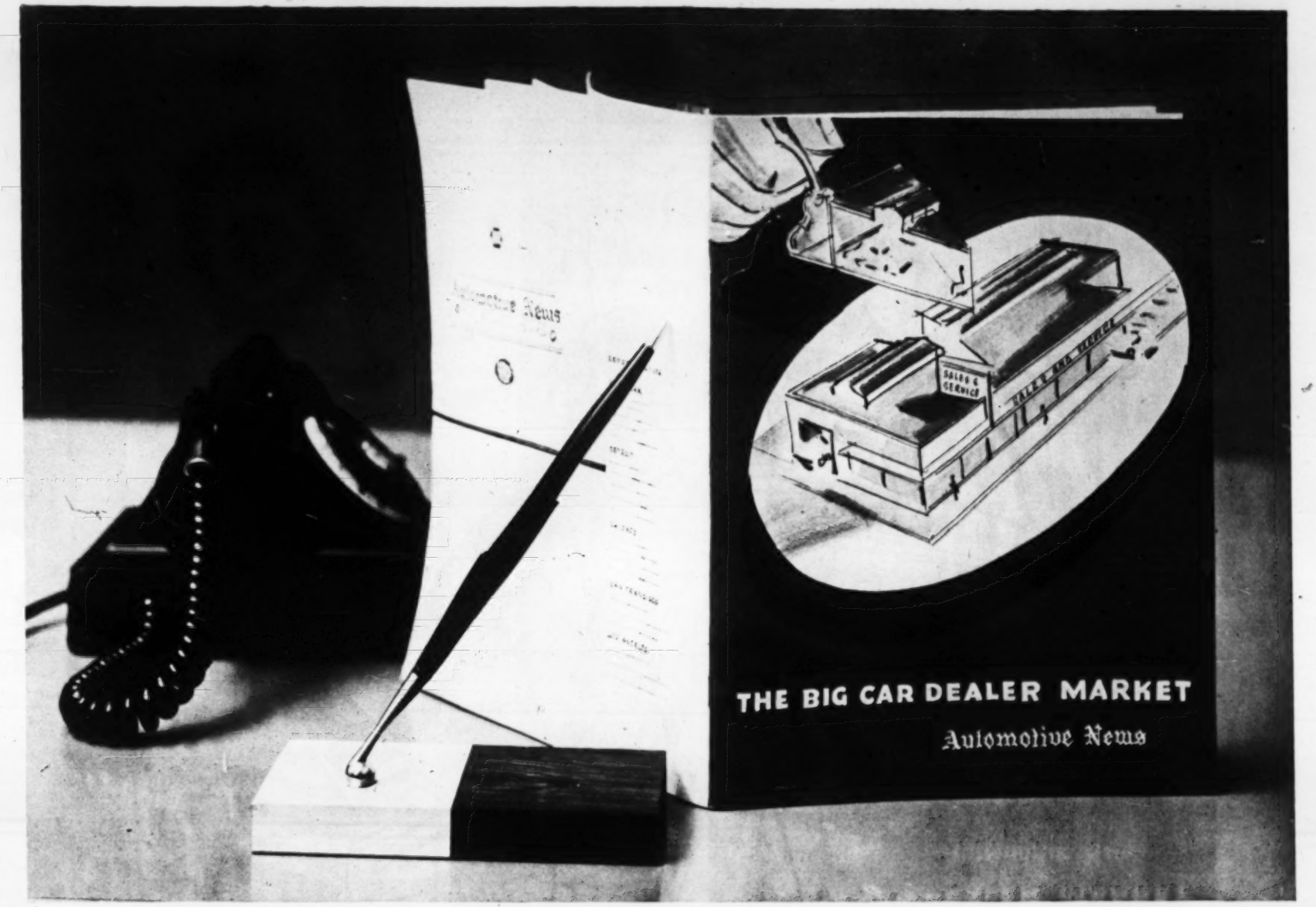
Following receipt of a telegram from Gov. Collins, Thomas B. Manuel, turnpike authority chairman, immediately notified Myron Kaplain, Miami promoter of the magazine, that "distribution of the magazine was discontinued as of 3:30 p.m. today (Sept. 30)."

The booklet, a handsome color job called *Turnpike Travelers Guide*, was loaded with advertising at rates as high as $650 a page. The turnpike authority approved the project when its own attorney, L. F. Maire, held that the toll road, as a privately bonded project, did not come under the "public highway" advertising ban.

Commented Mr. Manuel: "We entered the deal in good faith and after open meeting discussions, because it saved us getting out a guide. The contract was so drawn that it could be ended at any time on a court or executive order." #

Vam Scozza Joins Mansfield

Peter Vam Scozza has joined Lloyd Mansfield Co., Buffalo, N.Y., as vp and art director. Mr. Vam Scozza was formerly vp in charge of art with Rumrill Co.



DON'T MISS THIS
NEW BI-ANNUAL MARKETING TOOL . . .
'59 CAR DEALER MARKET SURVEY

For the fourth time, starting in 1953, AUTOMOTIVE NEWS has questioned the nation's car dealers on what they buy . . . and where they buy it. Here are some of their answers that will affect you in the near future.

Service volume . . . up 10% across the board.

Dealers handling more than one make of car . . . up 400%.

Dollar volume of purchases from local jobbers . . . over $31,000,000.

Impressive figures? Certainly, and tremendously important to the hundreds of advertisers that use AUTOMOTIVE NEWS.

For twenty-seven thousand of the registered car dealers in the United States are all potential customers of yours and readers of AUTOMOTIVE NEWS*.

The 1959 Car Dealer Survey is the most complete analysis of this type ever attempted. The booklet—shown above—is the complete story in summary form. It is yours for the asking . . . write today. If you desire to see the complete analysis, your AUTOMOTIVE NEWS representative will be pleased to go over it with you.

Another interesting fact to those who sell to the automotive industry, is the overwhelming acceptance for AUTOMOTIVE NEWS expressed by this cross section of readers. It is typical of the reader acceptance found in every independent survey ever conducted by AUTOMOTIVE NEWS.

Why not put the power of the Newspaper of the Industry behind your product today . . . it can make a big difference in your sales picture tomorrow.

**44,000 paid subscribers to AUTOMOTIVE NEWS, with 85% annual renewals at the regular $9 rate. No premiums, no cut rates, no inducements to renew except AUTOMOTIVE NEWS full coverage, and 4.32 certified readers for every issue.*

NEW YORK: Edward Kruspak, Howard E. Bradley, MUrray Hill 7-6871.
CHICAGO: J. Goldstein, Bill Gallagher, STate 2-6273.
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, WOodward 3-9520.
SAN FRANCISCO: Jules Thompson, DOuglas 2-8547.
LOS ANGELES: Robert E. Clark, HOllywood 3-4111.

Automotive News
Member
965 EAST JEFFERSON
DETROIT 7, MICHIGAN
Member

More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

'Music to Sell Bread By' Is Lively Radio Ad, Acceptable Despite 140-Second Length

CHICAGO, Oct. 6—It may never hit the "Top 40" but a new music album from American Bakeries is getting plenty of attention from persons concerned with radio advertising.

The album, "Music to Sell Bread By," actually consists of six 140-second musical recordings, which contain lyrical selling messages for Taystee and Cook Book brand breads.

Although the commercials are unusual both in content and length, Young & Rubicam, the American Bakeries agency, reports that they were accepted by 95% of the radio stations approached in 36 markets.

The concept for the commercials grew out of lyrics written by Karl Vollmer, vp and manager of the copy department at Y&R, and Tom Rogers, radio-tv copywriter. Music and orchestration were supplied by Bill Walker Musical Productions, Chicago.

The agency sounded out several stations to see if they would accept a commercial two minutes, 20 seconds long and generally were told: "It depends on the quality of the commercial."

■ Total production costs for the album approximated $25,000. Y&R personnel visited each station (more than 100) where they wanted to place the commercial.

"The record was the best salesman," Y&R said. "Once they heard it, most of the stations accepted it."

■ Among the 5% which turned down the commercial, two reasons predominated: The station had a firm policy against accepting any commercial over 60 seconds, or the station couldn't supply the proper time slots for the spots.

Time costs were worked out with each station, since none had a rate card for the "long play" spot. Y&R noted that in no case did it pay more than 50% above the one-minute time cost.

American Bakeries is running between 35 and 80 spots per week on each station, with the six songs being alternated in the various time spots. The commercials were first broadcast Sept. 14 and are scheduled to run through December.

■ Early indications are that the commercials, each couched in an original waltz, blues, ballad or jazz tune, are being well received. A Memphis newspaper reviewer commended the company for its "painless" commercials, and a Cincinnati disc jockey got a favorable response when he asked listeners to phone in their comments on the recording.

The message on the recording is composed of light, humorous lyrics, interspersed with the music. There is no spoken message. Sample titles of the tunes: "No Bread Blues," "22 Slices of Bread" and "Whatever You Put in the Middle."

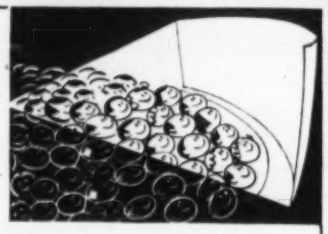
The album also has been distributed to some of American's top grocery accounts. #

Frost Prouty S. B. Whittenburg J. D. Whittenburg

WHO'S SPEAKING?—*Checking over the program for the Southern Newspaper Publishers Assn. convention are R. M. Frost, Enterprise and Journal, Beaumont, Tex.; Parker Prouty, Avalanche and Journal, Lubbock, Tex.; and S. B. Whittenburg and J. D. Whittenburg, Amarillo News and Globe Times.*

Will Action Help Sell Your Product?

For 40, 60 or 80 wonderful selling seconds the advertiser utilizes the full drama of the huge theatre screen. You tell your story in live action, in color, in clear and perfect projection.



TSAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

"You can always tell when we get to the Media Department!"

OBSERVANT SPACE BUYERS know that the best way to get a campaign off the ground in the great metropolitan area of Cincinnati is a solid schedule in the newspaper that reaches the *market-that-matters*. And Solid Cincinnati, of course, reads the Cincinnati Enquirer. It's a solid part of the lives of Greater Cincinnatians every day of the week. Which means: You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. How solid? Ask The Enquirer's Research Department for a look at the just-completed 1959 Top Ten Brands Survey.

Represented by Moloney, Regan & Schmitt, Inc.

Intercontinental Adds Stations

Intercontinental Services Ltd., New York, has appointed U.S. advertising representatives of television stations in Haiti and the Netherlands West Indies. Tele-Haiti, Haiti's first tv station, will begin telecasting Nov. 29. The two West Indies stations—Television Curacao and Television Aruea—are scheduled to start by next March.

Ben Sackheim Names 2 VPs

Lewis Nemerson and Milton Mensch, account executives with Ben Sackheim Inc., have been elected vps of the agency. Before joining Sackheim earlier this year, Mr. Nemerson was a vp of North Advertising. Mr. Mensch joined Sackheim in 1957 from Peck Advertising Agency.

Freedomland to Ellington

Freedomland, U.S.A., an East Coast version of Disneyland, has appointed Ellington & Co. to handle its advertising. C. V. Wood Jr., director, said the $65,000,000 recreational center in New York will spend about $1,000,000 in advertising and promotion.

A ONE-IN-A-MILLION TEST MARKET . . .

one newspaper . . .

and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number One test market in New England!) thoroughly and more economically than ever with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force throughout New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and Evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Morning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc.. New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

Cranton Joins Metropolitan

Harold S. Cranton, formerly director of sales development and research of ABC Radio, has been named director of advertising and promotion of Metropolitan Broadcasting Co., New York. Mr. Cranton succeeds Kenneth Klein, who left to form the advertising and sales promotion company bearing his name.

COLORFUL "Lusterchrome" POSTCARDS ATTRACT THE EYE

Advertise Your Products with POST CARDS IN FULL NATURAL COLOR

Reproduced from Color Transparencies

The LOW COST of the NATURAL COLOR POST CARDS will amaze you.

Samples and prices on request.

DEPT. A
TICHNOR BROTHERS, INC.
1249 Boylston Street, Boston, Mass.

Texas Cafeteria Builds Clientele via Ad 'Errors'

HOUSTON, Oct. 6—Readers of Houston newspapers have been reporting to John L. Lewis, co-owner of the L-C Cafeteria, that his ads have been appearing side by side in the newspaper, apparently duplicated in error.

Others have reported to him that the radio spot message about the cafeteria seems to be on a cracked record, which repeats itself.

To Mr. Lewis, the important fact about these "errors" in his advertising is that the people come to the cafeteria to make the reports. Before they leave, they have bought their lunches there, or spent their coffee break money. People who have been "seeing double" on L-C Cafeteria advertising have increased the cafeteria's business considerably.

■ Mr. Lewis credits his unusual advertising program as a major factor in raising the cafeteria's supper business by 22.8%, compared with the same period last year, and his lunch business by 7.4%. The unusual campaign has been in high gear since August.

Gregory-Giezendanner Co. is the agency; Jim Ethridge is the account executive.

■ It started when the agency placed one-column ads in the dailies in advance of the Monday night and Thursday night shopping business. They ordered 10 small ads placed in pairs throughout the newspaper.

The next day a *Chronicle* advertising man, who knew Mr. Ethridge when he was also a member of that newspaper's ad force, called him. "I thought you'd like to know that the *Houston Post* is mistreating your client," he told Mr. Ethridge. "Your L-C Cafeteria ads are dummied side by side."

Many people reported the same apparent error to the cashiers in the cafeteria. Some were people who had not eaten in the cafeteria for many weeks.

"That gimmick couldn't last too long," Mr. Ethridge chuckled. "After a couple of weeks we tried something else."

■ The agency photographed a cafeteria employe, Mrs. Helen Patterson, wearing an eye patch. It took about an hour and one-half, Mr. Ethridge said, to make up something that would not let down the image established by Hathaway shirts.

These pictures ran side by side, or one above the other, in the *Post* and the *Chronicle*. The cutlines underneath them stated (twice, as usual) that "Mrs. Helen Patterson is shopping downtown Thursday night and plans to take advantage of the free strawberry shortcake which is being given with each dinner at the L-C Cafeteria Thursday from 4 p.m. to 8:30 p.m." Customer requests for strawberry shortcake gave the cafeteria a further clue as to effectiveness of the duplicated advertising.

■ After a couple of weeks of this, Mr. Ethridge switched the artwork to an eye-patch photo of a friend. The next series is to consist of identical photos of the backs of heads.

In the first ads Mr. Ethridge also included some misspellings of words, but this was too subtle an attention-getting device, he reported; the misspellings caught few readers' attention.

■ On radio spots, the record of the commercial appears to get stuck just as it comes to certain key words. The announcement says, "It's fun it's fun it's fun to eat at L-C, L-C, L-C Cafeteria," and the broken record effect returns on the words "free strawberry, free strawberry, free strawberry."

"People are bombarded with advertising," Mr. Ethridge commented. "You've got to do something a little different to get through to them." #

hangar compart- ared by explosion at killed two crew- injured about 20

spokesman at At- headquarters here rief detail on the vhich occurred out 250 miles east the Atlantic.

olosion occurred helicopter engine ed" during a rou- the hangar area ge carrier's flight rewman was killed nother died short- er.

0 crewmen were injuries, mostly

m. Robert Siroh, of carrier Divi- for "expeditious handling" of a situation, "which might jured were withheld pending notification of next of kin.

FREEE
Strawbery Shortkake
Thursday, From 4 to 8:30, With Each Dinner!
1 HOUR FREE PARKING
Today and Every Weekday at Ten-Ten Parking Garage, Beginning at 5 p.m.
L-C Cafeteria
Main at Walker

FREEE
Strawbery Shortkake
Thursday, From 4 to 8:30, With Each Dinner!
1 HOUR FREE PARKING
Today and Every Weekday at Ten-Ten Parking Garage, Beginning at 5 p.m.
L-C Cafeteria
Main at Walker

SAVE! 13% TAX
3% State Tax Effective September 1, 1959
10% Federal Tax Effective October 1, 1959

SEEING DOUBLE?—*This (these) ad(s) for the L-C Cafeteria, Houston, caught newspaper readers' eye(s).*

The Worcester Telegram-Gazette has the PERFECT SELLING FORMULA

A + B + C = SALES

IN THE WORCESTER MARKET

A
A GROWING BILLION DOLLAR MARKET
EBI: $1,112,205,000* UP 30.4% since 1954
Retail Sales: $669,589,000* UP 12.4% since 1954

B
2nd MARKET In Massachusetts
with 86.4% Daily Coverage
Again, one of the top 50 Markets
Daily Circulation 158,215
Sunday 102,957
ABC Audit Dec. 31, 1958

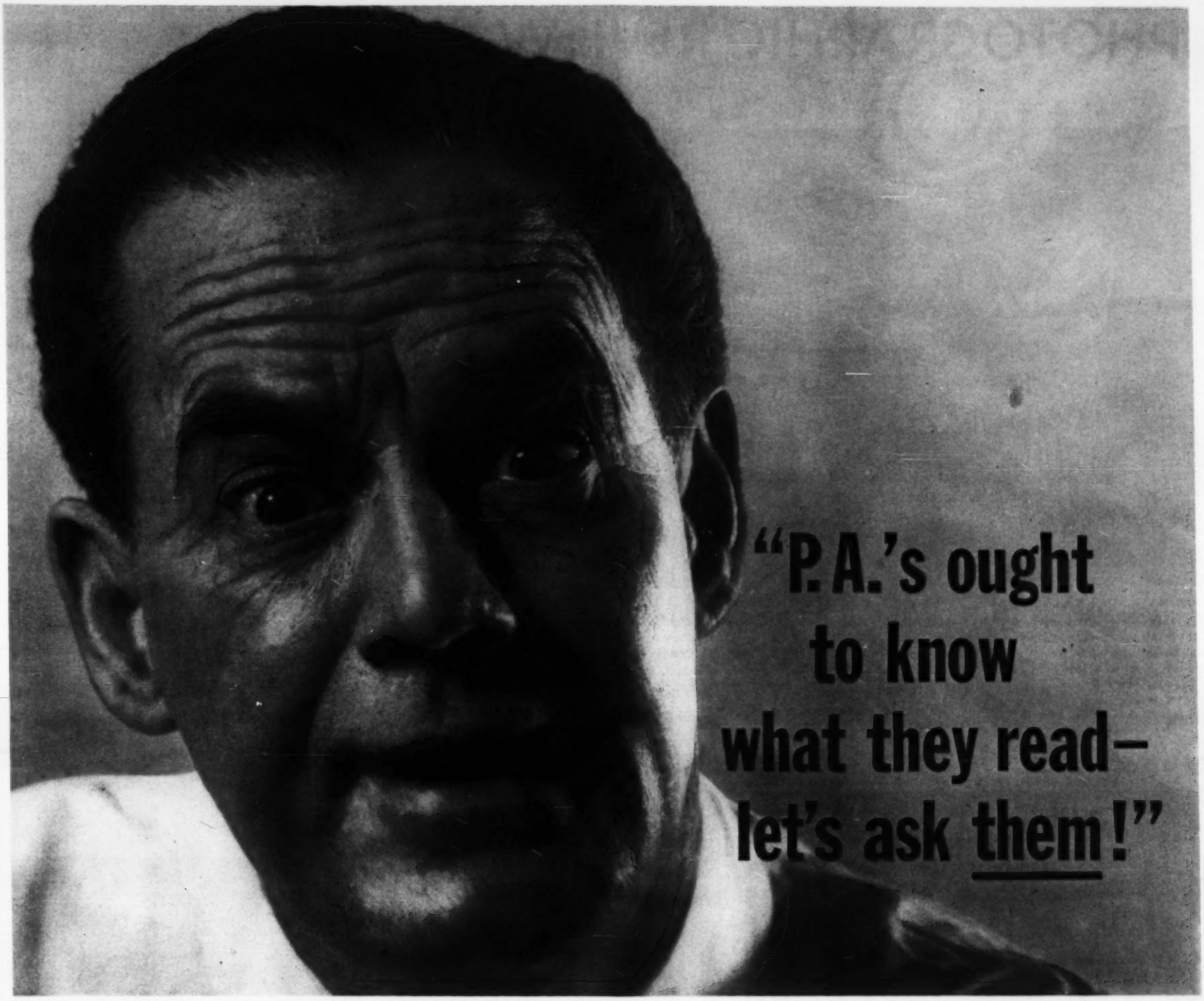
C
PROVED HIGH READERSHIP
Publication Research† says . . . "The level of readership of the survey issue was well above the national average."

2nd in Mass. WORCESTER MASS.

NOW! ALL EDITIONS — 7 DAYS A WEEK FULL COLOR ACCEPTED

The Worcester TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

WNJR
negro radio for metro new york



Fine! Do it! Meanwhile, maybe you'd like to know how the answers came out when other manufacturers asked purchasing agents what they read.

PURCHASING Magazine never makes reader preference studies. We *could* be called biased. But many of our advertisers have asked the question direct–asked purchasing people among their own customers and prospects.

Dozens and dozens of such independent surveys have been made, always with the same result–purchasing people prefer PURCHASING Magazine.

Even when such surveys are not limited to purchasing agents, but include all kinds of industrial manufacturing executives, PURCHASING ranks right up near the top.

All this is a matter of record. Our nearest representative will be glad to show you these independent survey results. Or if you prefer, he'll help you make one of your own, at our expense.

PURCHASING MAGAZINE

A CONOVER-MAST PUBLICATION

NBP BPA

the news and methods magazine for purchasing executives

205 East 42nd Street, New York 17, New York

PHOTOGRAPHIC REVIEW

Isham Wilson Kolkey Cyr Ahlswede

PEP TALK—*Lee Ahlswede, co-chairman of the 1959 Advertising Workshop, which got under way Sept. 28, co-sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago, explains plans for the annual evening program to three of the 72 session chairmen and Elaine Cyr, workshop co-chairman. Session chairmen shown are James Isham, vp, Needham, Louis & Brorby; William W. Wilson Jr., radio and tv manager, Young & Rubicam, and Eugene Kolkey, art supervisor, Leo Burnett Co. The workshop features nine clinics.*

MPA GUEST—*Kent Rhodes (left), chairman of the MPA, chats with fellow Dartmouth alumnus, Gov. Nelson A. Rockefeller of New York, at annual fall conference of Magazine Publishers Assn. in New York. Gov. Rockefeller spoke at meeting luncheon.*

CULINARY—*"Tender hearted" Campbell's pork and beans is making a Pacific Coast outdoor debut with bulletins like this. Needham, Louis & Brorby, Chicago, designed the posters. The pork and beans promotion in Los Angeles and San Francisco is part of the biggest West Coast painted bulletin campaign the company has ever used. Other products to be featured will be Swanson TV brand dinners and V-8 vegetable juices.*

DISPLAY OF TEMPER(ATURE)—*New display for Tempstix self-sticking thermometers has been designed by Grand-City Container Corp., North Bergen, N. J. It can be used as a counter display or pegboard hanger, and the display is half of the shipping carton. Tempstix is made by Marglo Inc., New Britain, Conn.*

INGREDIENTS—*A new dump bin display emphasizing flavor has been designed by R. T. French Co., Rochester, N. Y., for its Chili-O dry chili mix.*

AWARD—*Maurice Severson (right), ad manager, Evening Telegram, Superior, Wis., accepts The William E. Payne memorial award for the best local advertisement presented at the 18th annual meeting of the Wisconsin Newspapers Advertising Executives Assn. by Neal Rothman, Record - Herald, Wausau. The Telegram prepared the winning ad for the National Bank of Commerce.*

Jepson Attaway Cope Hale Schulz Morton Mayborn Corcoran Baker Manship Ethridge

NEWSPAPER MEN—*Camaraderie is evident in these groupings of participants at the 1959 Southern Newspaper Publishers Assn. convention. They are Frank Jepson, Madden Corp.; Douglas Attaway, Shreveport Journal; Millard Cope, News Messenger, Marshall, Tex.; Richard Hale, News-Star and World, Monroe, La.; C. A. Schulz and Frank Mayborn, Telegram, Temple, Tex.; James Morton, American Weekly; Eugene Corcoran, Branham Co.; Mark Ethridge and Lisle Baker, Louisville Courier-Journal, and Charles P. Manship Jr., Baton Rouge State-Times and Morning Advocate. The conclave took place Sept. 28-30 in Hot Springs, Ark.*

An important announcement by

McCall's

Mounting consumer demand for McCall's (issue after issue sell-out) has made it necessary to revise the circulation guarantee previously stipulated for next February. Instead of going to 5,500,000, McCall's guarantee with the February issue will be **5,700,000**

Previously announced rates for the 5,500,000 level will apply to the February, March and April issues. An additional across-the-board increase of 3.6% to cover the increased circulation guarantee will not take effect until the May 1960 issue.

Further announcement

Effective with the October 1960 issue, McCall's circulation will go to . . . . . **6,000,000 guaranteed**

Rate adjustments effective with the October issue to be announced later.

Wade Names Irwin A.E.

Wade Advertising has appointed George W. Irwin an account executive in its Los Angeles office. Mr. Irwin formerly was a vp of Heintz & Co. Before that, he was president of his own agency, Irwin & Co., Beverly Hills.

You, too, can get effective merchandising help in Muncie

Mr. Don Honaker—district representative for Wilson Milk Co. says "My contract with the Muncie Star and Muncie Evening Press has been very gratifying. Co-operation seems to be their first objective in helping to assure any specific newspaper campaign's success."

Why don't you use these two great Eastern Indiana Newspapers?

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Sylvania to Launch Drive Oct. 19 for 23" TV Set

Sylvania Home Electronics Corp., tv marketing subsidiary of Sylvania Electric Products, will launch a network radio ad program Oct. 19 to promote "the advantages of 23" television." The radio commercials will supplement consumer ad programs already scheduled in magazines and newspapers.

The radio promotion, termed "Big Push 23," will include "News on the Hour," "Monitor Sports" and the Army-Navy football game Nov. 28, all over NBC.

Red Star Yeast to Krause

Red Star Yeast & Products Co., Milwaukee, has appointed W. A. Krause Inc., new Minneapolis agency, to handle its account. Red Star formerly was handled by Bruce B. Brewer & Co., Minneapolis. W. A. Krause, who heads the new agency, formerly was with the Brewer agency.

bigger sales with the BIG MOVIES!

WJW-TV CLEVELAND

You'll be sitting pretty and your sales will, too, in America's 6th market. Most of the best movies: PARAMOUNT, 20th CENTURY FOX, UNITED ARTISTS, WARNER BROS. Turn that sales chart up with big minutes in "Watch & Win," "Afternoon Movie," "Big Show," "Nite Movie." Call KATZ today for availabilities!

You know where you're going with a STORER station

National Sales Offices: 625 Madison Avenue, N.Y. 22 • 230 N. Michigan Avenue, Chicago 1

Nielsen Network TV

Two Weeks Ending Sept. 6, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,753
2	Wagon Train (Ford, National Biscuit Co., NBC)	14,374
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	13,128
4	I've Got a Secret (R. J. Reynolds, CBS)	12,060
5	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)	11,748
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	11,526
7	Walt Disney Presents (Several sponsors, ABC)	11,481
8	Cavalcade of Sports (Gillette, NBC)	11,481
9	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	11,392
10	Desilu Playhouse (Westinghouse, CBS)	11,170

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	36.0
2	Wagon Train (Ford, National Biscuit Co., NBC)	32.8
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	30.0
4	I've Got a Secret (R. J. Reynolds, CBS)	27.6
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	27.0
6	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)	26.9
7	Walt Disney Presents (Several sponsors, ABC)	26.6
8	Desilu Playhouse (Westinghouse, CBS)	26.5
9	Cavalcade of Sports (Gillette, NBC)	26.3
10	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	26.0

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,596
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,104
3	I've Got a Secret (R. J. Reynolds, CBS)	10,903
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	10,591
5	Wagon Train (Ford, National Biscuit Co., NBC)	10,547
6	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	10,191
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	9,879
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	9,790
9	The Millionaire (Colgate-Palmolive, CBS)	9,479
10	The Price Is Right-8:30 p.m. (Lever, Speidel, NBC)	9,479

PER CENT OF TV HOMES USED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	33.4
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	27.7
3	I've Got a Secret (R. J. Reynolds, CBS)	24.9
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	24.8
5	Wagon Train (Ford, National Biscuit, Co., NBC)	24.1
6	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	23.3
7	Wyatt Earp (General Mills, Procter & Gamble, ABC)	22.8
8	Tales of Wells Fargo (American Tobacco, Buick, NBC)	22.6
9	The Millionaire (Colgate-Palmolive, CBS)	22.1
10	The Price Is Right-8:30 p.m. (Lever, Speidel, NBC)	21.8

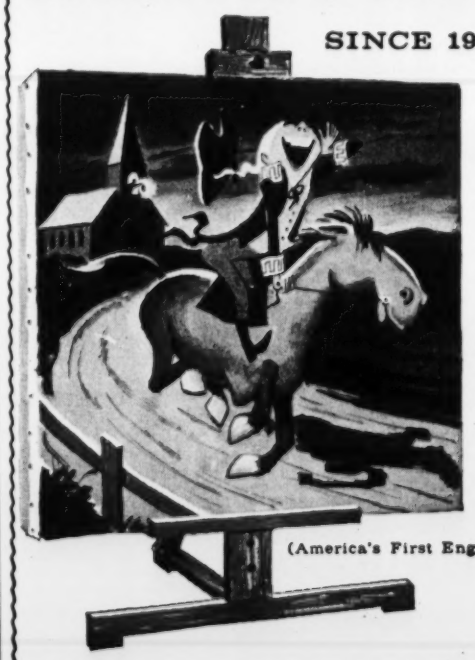
* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

SPREADING THE NEWS

SINCE 1922



by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.

WAbash 2-8816

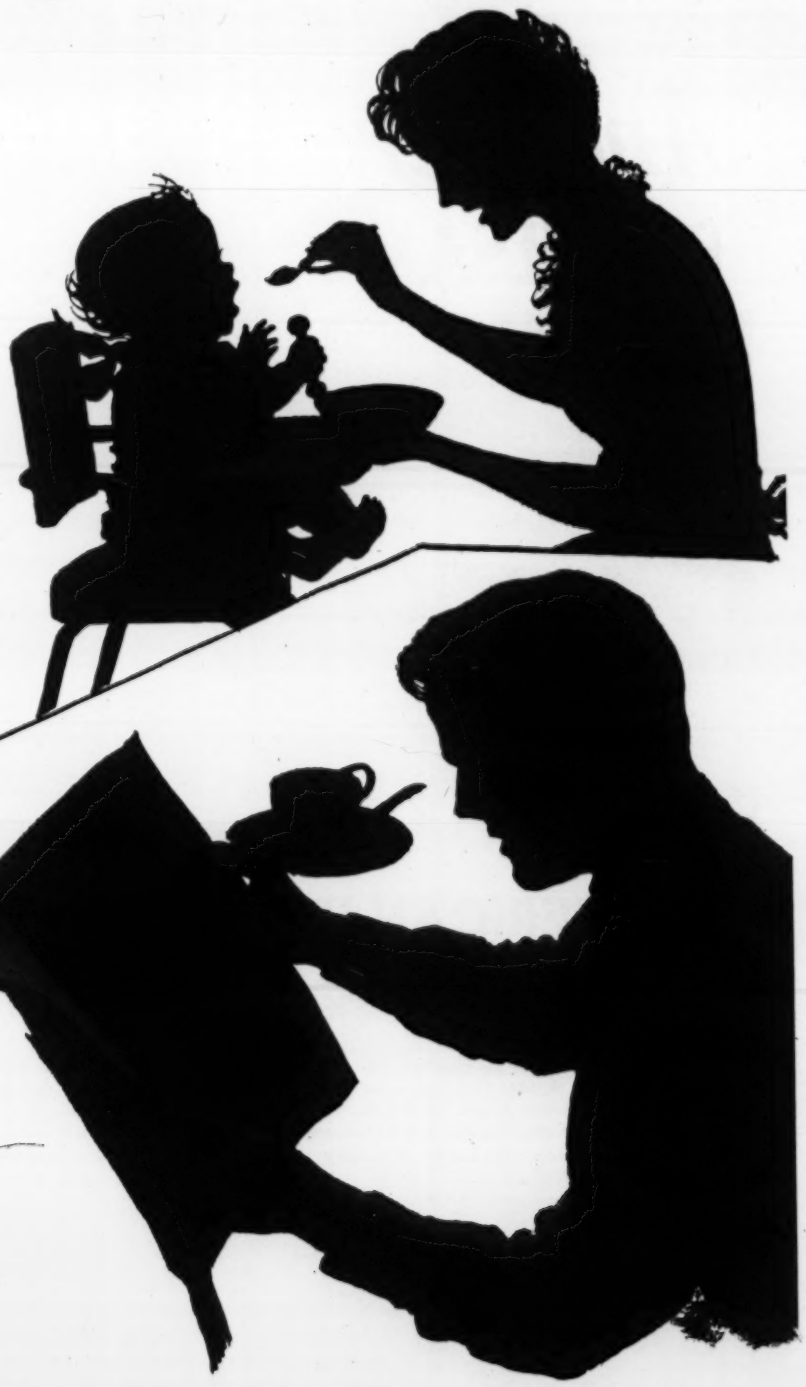
711 FEDERAL STREET • CHICAGO 5, ILLINOIS

In the New York market,

1,440,000 News readers are in the 20-34 age bracket

The Daily News has 190,000 more readers in this young active buying group than all other New York City morning papers combined ...and 440,000 more than all evening papers combined.

Source: *Profile of the Millions—2nd edition, a massive study of the buying habits of 4,730,000 New York City and suburban households. Ask any News office for a presentation.*



If the age of accumulation is your marketing red apple, The News offers a big orchard of choice prospects.

In this do-it-yourself day of the three-child, two-car, and dog family, young mothers have little leisure for daytime TV, and may be too tired at night. But The News habit is four times as old as TV in this market—and is never turned off!

Pick any age group, income index, marketing measure you like, and The News is by all odds the biggest and best selling force in this market—and one of the most potent advertising media on earth. It delivers your message to 4,730,000 adults in one of the country's most prosperous areas—with the highest assurance of readership, reception and results. Works at a very low cost, as well.

Any News office can give you the details.

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

Docs Like Ads with Anatomical Illustrations; White Space Draws a Blank, Readex Reports

NEW YORK, Oct. 6—What kind of pharmaceutical ads do doctors dig? How do spreads pull against pages? Color against b&w?

Answers to these questions were given today by Bob Pendergast, president of Readex Inc., in a presentation to a seminar sponsored by the Pharmaceutical Advertising Club of New York.

Mr. Pendergast reported on the results of a continuing study done by Readex for *Modern Medicine*. Readex, which conducts mail studies of readership, took 30 issues in 1958 and 1959 and measured the interest shown by physicians in 4,874 different advertising insertions.

Ratings, Mr. Pendergast revealed, ranged from the bottom of the interest scale to a high of 42%. Of the 4,874 ads tested, 181—or roughly 4%—interested one or more out of five doctors.

■ These top-rated ads were classified by Readex into eight groups, as follows: Before and after photographs; anatomical illustrations; clinical reports; human interest patient pictures; new equipment; decorative color; sex appeal; miscellaneous (a catch-all category for ads which did not fit into any of the previous seven groups).

Mr. Pendergast said that basically doctors are interested in the same thing readers of other business publications are interested in—"They want new or better answers to problems they face. They respond most readily to scenes and situations with which they are familiar."

The highest-rated ad shown by Mr. Pendergast in his presentation was a Decadron insert run by Merck, Sharpe & Dohme. It featured a before-and-after illustration and it scored an average interest of 37%.

■ Mr. Pendergast showed nine "anatomical illustration" ads which scored between 20% and 31%, commenting: "It seems to us completely sensible to remark that a doctor takes to anatomical illustrations like a duck to water."

Doctors also take to ads featuring clinical reports, but they show little or no interest in insertions graced by a large amount of white space.

"None of our publishers will refuse to sell white space to those who want to use it for whatever effect it brings," Mr. Pendergast said. "But I think there are none of them who recommend it as a means of creating interest on the part of readers."

Readex found that a single added color was not interest-producing, but there was considerable difference in results between four-color and b&w. A four-color insert for Ayerst's PMB-200 scored more than double the average interest of four b&w ads. Ditto for Wyeth's Prozine. And a four-color insert for Lilly's Surfadil more than doubled the average score of three b&w inserts.

■ Larger size also increases interest, according to Readex. Schering got three times as much interest with a spread for Polarmine as it did with a page. However, Mr. Pendergast emphasized, better results are obtained when the larger space is used "to tell a bigger and more complete story." He said that when the larger space is merely used to increase the size of copy and illustrations, results are not as good. #

SMALL
runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.
Put Punch in Point-of-Purchase

FORD USES OUTDOOR FOR TV PROMOTION—*What is reportedly the first use of outdoor posters on a weekly-change basis by a major national advertiser is the forthcoming promotion by Ford Motor Co. of its new tv Startime spectaculars over NBC starting Oct. 6 and running for 39 weeks. Ford will use 1,000 outdoor posters a month in 25 market areas. The sheet arrangement of the 24-sheet posters has been adapted so that one section can be changed each week, thereby enabling the advertiser to get mass, repetitive advertising for each weekly spectacular program, with local identification, station call letters, channel number and hour. J. Walter Thompson Co., in cooperation with Outdoor Advertising Inc., worked out the details.*

Plunkett Named A. M.

James C. Plunkett has been appointed fulltime advertising manager of Pittsburgh Plate Glass Co.'s fiber glass division. Mr. Plunkett had served since 1951 as manager of advertising for Columbia-Southern Chemical Corp., wholly-owned subsidiary of Pittsburgh Plate, and also for the fiber glass division, which was activated that year.

Another Anchor for TULSA Prosperity!

AMERICAN AIRLINES NEW $20 MILLION
MAINTENANCE & ENGINEERING CENTER

Tulsa is headquarters for overhaul and maintenance of the entire American Airlines Flagship Fleet, and the 5,000 American employees in Tulsa help to make the Oil Capital one of the MAJOR markets in the Southwest. The new maintenance and engineering center is one example of the broad commercial and industrial base, including oil, aircraft and manufacturing, that gives Tulsa a per capita disposable income of $1,982 . . . one of the highest in the Great Southwest.

ONLY the Tulsa World and Tulsa Tribune give complete coverage of this rich market in the heart of the Magic Empire. Write for more information about this major market, or contact your nearest Branham representative.

FOR MORE BUSINESS, USE
THE OIL CAPITAL NEWSPAPERS
TULSA WORLD
TULSA TRIBUNE
MORNING ● EVENING ● SUNDAY
Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

The Protestant Religious Market — One of America's BIG Markets

There are more than 60 million church-connected Protestants in America.

Their churches and institutions constitute a $2.2 billion market.

Churches and related institutions buy instructional supplies, audiovisual equipment, books, office supplies and equipment, organs, pianos, furniture, buses, kitchen and dining equipment, fuel, fences, play and recreation equipment, construction materials and thousands of other products and services.

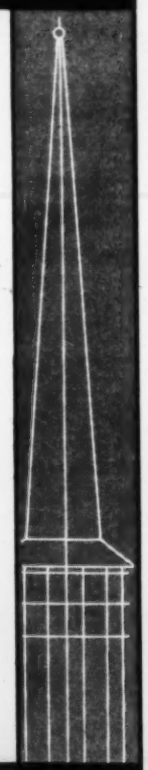
The Protestant Religious Market is a big market.

CHRISTIANITY TODAY, the magazine edited for the leaders of the Christian World, offers you top coverage of this big market through practically 100 per cent saturation of the important buying factors. In terms of readership this means:

- Coverage of 190,000 key Protestant leaders of all denominations
- Every reader a buying factor—no waste circulation
- 81 per cent readership by subscribers (independent survey by Opinion Research Corp.)—the highest readership among religious magazines
- Editorial vitality guaranteed by 140 contributing editors in all parts of the world

CHRISTIANITY TODAY *is your "one magazine coverage" of the Protestant Religious Market.*

Write today for rates and data.



CHRISTIANITY TODAY
Washington Building, Washington 5, D. C.

Bullen Tells EIA 'Seven Deadly Sins' of Industrial Ads

PHILADELPHIA, Oct. 6—The "seven deadly sins" of industrial advertising were outlined to industrial advertisers and agencies here last week by H. Jay Bullen, research director of *Industrial Marketing*.

Mr. Bullen, who said he appeared as a "spokesman" for *Industrial Marketing's* "Copy Chasers," used slides to show Eastern Industrial Advertisers what the "Chasers" considered prime examples of ads that are guilty of one or more of the "sins." The "Copy Chasers" are an anonymous group of critics who rate industrial ads in the magazine. Mr. Bullen also delivered the critics' opinions about ads that had been submitted beforehand by EIA members and their agencies. Some of the "guilty" members of this group gave rebuttals.

■ The seven things to avoid in industrial ads, Mr. Bullen said, are egotism, self-centeredness, pomposity, ostentatiousness, carelessness or sloppiness, silliness, and dullness. Mr. Bullen explained these points and showed how they pop up in actual ads. He urged advertisers to steer clear of such cliches as "Look at the Record"; "Costs Down, Profits Up"; "There is Only One." #

Chrysler Buys NBC Specials; Other Sponsors Signed

Valient (Batten, Barton, Durstine & Osborn), the new car produced by Chrysler Corp., Detroit, will sponsor the Ryder Cup professional golf competition between the U. S. and Great Britain on NBC-TV, Nov. 7, at 6:30 p.m., EST. The hour show will include final holes in the last day of play from Palm Desert, Cal. Chrysler Corp. (Young & Rubicam) also has signed to sponsor the first *TV Guide* television awards to be presented in an hour NBC telecast March 25, at 8:30 p.m., EST.

Other recent business at NBC-TV includes the purchase of "Richard Diamond, Private Detective" by Block Drug Co. (Sullivan, Stauffer, Colwell & Bayles) and Pharma-Craft Co. (J. Walter Thompson). Block's buy of the half-hour detective-adventure series, seen Mondays at 7:30 p.m., EDT, was for Nytol, Polident and Poli-Grip; Pharma-Craft's order was for Coldene liquid cold products and Fresh deodorants. Helene Curtis Industries (McCann-Erickson) bought one-third of six hour telecasts of "Five Fingers," shown Saturdays at 9:30 p.m.

'Applied Therapeutics' Bows

Applied Therapeutics, a monthly journal concerning new therapeutic developments, will be published in Canada by Current Publications Ltd., Toronto, beginning in January. Initial circulation is estimated at 6,000, with a 12-time b&w page rate of $150. Advertising sales will be handled by Seccombe House, 443 Mount Pleasant Rd., Toronto, and by *Modern Medicine* sales offices in the U.S.

Gumaelius Names New Officers

Frans H. Lohse has been named board chairman of Gumaelius Advertising Agency, Stockholm. Succeeding him as president is Sven Hellsten, formerly vp in charge of the agency's Gothenburg office.

Thomas Organ Account Goes to Beckman, Koblitz

Thomas Organ Co., Sepulveda, Cal., whose account was resigned last week by Foote, Cone & Belding, has named Beckman, Koblitz, Los Angeles, to handle its account. The agency has been handling the Thomas Organ Studios, retail chain, in southern California.

Thomas Organ, which says it is in second place in organ unit sales, is planning its heaviest trade campaign this fall. A return to consumer advertising is planned for spring.

Churchill to Moore & Co.

Joan R. Churchill, formerly an editor with Builders Publishing Co., has joined Moore & Co., Stamford agency, as public relations director.

IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A15, 19 W. 44th Street, New York 36, N. Y.

If you want the MOST and BEST APPLES always shake the BIG TREE*

*Retail sales in the Cleveland Market are larger than in any one of these 35 entire states.

Minnesota	Louisiana	New Hampshire
Kentucky	Maryland	Nevada
Connecticut	Nebraska	New Mexico
North Carolina	Oklahoma	North Dakota
Tennessee	Oregon	Rhode Island
Virginia	West Virginia	South Dakota
Washington	Arkansas	Utah
Alabama	Arizona	Vermont
Colorado	Mississippi	Wyoming
Georgia	South Carolina	Delaware
Iowa	Idaho	Maine
Kansas	Montana	

If you sell LESS in the Cleveland Market than in any one of 35 entire states—

WRITE – WIRE – PHONE

The Cleveland PLAIN DEALER

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell **more** of it in The Plain Dealer

WNJR
negro radio for metro **new york**

"PERMISSION TO COME ABOARD GRANTED!" use the SILHOUETTE MARK II in your advertising at the cost of a mere credit line!

If the deep blue sea is what you're after in that ad, include this popular sloop in your creative plans. The famous British built Silhouette Mark II is ready and freely available for your advertising photography use in 51 areas throughout the United States. Plan on it. Contact Mike Bruno, Publicity Director.
SILHOUETTE MARINE LTD., 150 Spring St., New York 12, N. Y.

Industry Marketers Must Copy Consumer Techniques: Sasso

SPRINGFIELD, MASS., Oct. 6—Greatly expanded research and development programs, coupled with new methods of testing and analyzing markets, will pave the way for industrial expansion in the 1960s. But to capitalize on this growth, industrial sales and advertising personnel must become more product oriented, John Sasso, senior vp of G. M. Basford Co., New York, told the advertising club here today.

Estimating that total product research and development expenditures will reach $15 billion next year, Mr. Sasso emphasized that sound engineering is vital to the growth of new industrial markets.

"In addition to sound engineering," he said, "companies will have to devise new ways of pre-testing and analyzing markets, for experience has taught that the obvious markets may be smallest in sales potential.

"Industry probably will have to follow the lead of manufacturers of consumer products who have developed highly successful ways of testing markets and measuring product impact in pilot areas."

Integrated promotion programs will have to be adopted by industrial advertisers on a larger scale, he suggested.

"Combining promotional techniques multiplies efficiency, because properly coordinated techniques lend strength to each other. Limiting promotion to a single technique," Mr. Sasso said, "is a form of deliberate sales starvation."

KMTV Names Charles

Richard C. Charles has been named local sales manager of KMTV, Omaha. He joined the tv station in 1955 as an account executive and was named assistant local sales manager in 1958.

Videodex Network TV*

Aug. 28-Sept. 3, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Cavalcade of Sports (Gillette, NBC)	29.1
2	Wagon Train (Ford, National Biscuit Co., NBC)	27.1
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	26.8
4	I've Got a Secret (R. J. Reynolds, CBS)	25.2
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	25.1
6	What's My Line (Sunbeam, Kellogg, CBS)	24.6
7	Alfred Hitchcock Presents (Bristol-Myers, Clairol, CBS)	24.4
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	24.1
9	The Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	23.3
10	Dick Powell's Zane Grey Theater (S. C. Johnson & Son, CBS)	23.1

Rank	Program	(000)**
1	Cavalcade of Sports (Gillette, NBC)	11,700
2	Wagon Train (Ford, National Biscuit Co., NBC)	11,300
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	11,300
4	I've Got a Secret (R. J. Reynolds, CBS)	10,500
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	10,300
6	What's My Line (Sunbeam, Kellogg, CBS)	9,900
7	Alfred Hitchcock Presents (Bristol-Myers, Clairol, CBS)	10,100
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	9,700
9	The Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	9,700
10	Dick Powell's Zane Grey Theater (S. C. Johnson & Son, CBS)	9,600

* Homes viewing in cities where program is telecast.
** Listed in sequence of rating level from first table.

Orange County Agencies Named for Top Campaigns

The Orange County (Cal.) Advertising Agencies Assn. has named seven member agencies as trophy winners in its annual awards for outstanding campaigns. Three were double winners: Marketing Engineers Agencies, for catalog advertising (Great Western Cordage Co.) and housing advertising (Eastgate); Hall-Mitchell Advertising, for national trade advertising (Silaflex) and industrial consumer advertising (McClintock Co.); and Wilbur Smith Advertising, for retail advertising (Chandler's Furniture) and local institutional advertising (Orange County Family Mutual Fire Insurance Co.).

Other winners were Harlan Raub Advertising, for national consumer advertising (Viking Mfg. Co.); Friend-Yeoman Advertising, for industrial trade advertising (Deltronic Gauges); Don Frank & Associates, for new product introduction (Arcadia Metal Products); and Howard Vineyard & Associates, financial advertising (First Federal Savings & Loan).

Hurley Joins Rheem

Joseph D. Hurley has been named marketing manager of Rheem Semi-conductor Corp., Mountain View, Cal. He formerly was eastern regional sales manager of the semi-conductor division of Hughes Aircraft Co., Newark.

It's true that people make markets, BUT they do not become customers until they are **REACHED and SOLD**

in **AKRON**
only the **BEACON JOURNAL**
can do the job!

Here are the facts about the Akron Beacon Journal Area of Influence.

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY	SUNDAY
165,373	175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

**Source 1959 Sales Management Survey of Buying Power.*

TOP TEN BRANDS

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher — Represented by Story, Brooks & Finley

1949 10th 1959
anniversary
WOC-TV Ch. 6

Davenport, Iowa—Rock Island—Moline, Illinois
The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!

WOC
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
TV channel 6

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

Purch. Asst.:
"The extra 12 inches is very important in a capacitor."

Dist. Engr.:
". . . suprised to see that Ohio Brass made capacitors."

Purch. Asst.:
"Less chance of a man being electrocuted. . ."

Mgr., Purch. & Stores:
". . . interested in purchasing capacitors."

Trans. & Dist. Engr.:
"I clipped the advertisement. We had some emphasis . . . on capacitors."

Proved sales attraction

Dist. Dsgr.:
"The lifting eye is quite a thing . . . savings in time and expense."

Up to 12 Inches Extra Clearance at Pole Top

Provided by Low Height of Vaney Capacitor, and Central Lifting Eye

Ohio Brass

Verbatims from findings of the Electrical World readership research program, which is mutually supported by manufacturers and this publication.

Electrical World

The electrical industry's weekly magazine

A McGraw-Hill Publication
330 West 42nd Street, New York 36, N.Y.

Dist. Dsgr.:
"The lifting eye is new to me."

Trans. & Dist. Engr.:
"Getting the right capacitors is one of our present problems."

Purch. Asst.:
". . . conscious of the linemen's problems."

Supv., T&D:
"It is the type my men install."

See how this Ohio Brass ad in Electrical World penetrated its market. It found T&D engineers working on specific capacitor problems. It found distribution designers who appreciated the lifting eye feature, and its savings aspects. . . . purchasing men with an eye to the linemen's problems . . . T&D engineers with an alertness for capacitor information. And it found a distribution engineer who hadn't known this manufacturer made capacitors before reading the ad.

Research shows that, on the basis of four readers per copy, around 17,000 interested prospects went through this ad thoroughly. That's a cost of less than 5¢ for each of these "sales calls in print."

Businesspaper advertising is the *only* way—at *any* price—to buy mass sales communication with unknown prospects at the moment they are ready to think seriously about your type of equipment. It is one of your most valuable marketing tools. Don't fail to use it effectively!

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Thought He Was Reading 'Police Gazette,' Not 'Life'

To the Editor: Bigness is a fact of "Life." So they advertise. But do they have to present the facts of life in so big a way as to donate a triple-fold inside front cover to negligeed May Britt! Family magazine? Adult magazine? Neither. I thought I was reading the *Police Gazette*.

I believe there should be minimum censorship requirements in accepting advertisements of this nature by a family-type medium. Not to slam *Life* alone; *Look* also ran a triple-fold inside front cover of Miss Britt—this time graciously reclining across the three-page fold.

Someone once said there is a right time and a right place for everything. In these times when foreign exchange students attending our high schools and colleges are amazed (and rightly so) at our young adults' obsession with sex, it is hardly the right time. And the right place is certainly not in what is generally accorded to be the nation's No. 1 secular family-type magazine. In fact, it becomes a question of whether or not there is any right time or right place for such advertising. I think not. Especially considering one of the captions which read, to paraphrase it, "Could any man have a better reason for leaving home?" O. K., let's break up the American home! After all, the family is only the basic element of all society. Where is America's mind?

Am I being too serious, or trying to appear to be the holy one? I hope not. "Let him who is without guilt cast the first stone." For America's home life, I certainly hope there are many who can stone this type advertising out of one of our better and most widely read secular family-type magazines.

Herbert G. Keene Jr.,
George T. Petsche Advertising, Washington, D. C.

• • •

Liked Dozier Article but Wants to Clarify His Own Statement

To the Editor: In your Sept. 21 issue, Bill Dozier contributes a provocative and, I think, constructive article asking for better understanding between television producers and ad men. Personally, I agree with Dozier's piece almost in its entirety, and I congratulate Ad Age for carrying it.

I am somewhat disturbed that I am quoted in the article out of context, distorting my original statement. It is very true, as Mr. Dozier points out, that I have said:

> "The trouble is there are too many people in the talent end of the agency business trying to second-guess, to anticipate, to run needless interference so as to give the client the impression that the advertising agency, looking for a means to justify the 15%, is doing its job."

However, I believe it important to point out that in the *Television Magazine* article cited, this quotation was preceded with the following paragraph:

> "His (Fownes) point is that a responsible television agency will be so completely wrapped up in the day-to-day production of a program—but in such a way as not to be intrusive—that it more than earns its commission."

I think it important that my quotation not be construed as meaning that agencies should have a general hands-off policy in regard to television programming. On the contrary, it is essential that an agency be thoroughly involved, but in a constructive manner, and not merely for appearance. I think the excluded paragraph makes this point clear.

Henry G. Fownes Jr.,
Vice-President, MacManus, John & Adams, New York.

• • •

Ad Will 'Set Advertising Back'

To the Editor: Enclosed you will find a product ad that is guaranteed to set industrial advertising back to the time of the Industrial Revolution.

It is, in my opinion, the "kind of

advertising we can do without."

How an advertiser or anyone connected with the advertising profession can so flagrantly violate the ACADEMIC principles of advertising is beyond any reasonable comprehension.

George R. Haupt,
Advertising Manager, Eastman Mfg. Co., Manitowoc, Wis.

• • •

Sawyer Likes 'AA' Writers

To the Editor: As a sometime writer, myself, for advertising journals, I am constrained to find my pen at this 2 a.m. to tell you how glad I am to be able to read such fine writing as was in the Aug. 24 issue of Advertising Age—I'm speaking of Bill Tyler, The Eye and Ear Man, James D. Woolf, the Newcomb and Sammons team, the Creative Man, Dick Neff, E. B. Weiss, and 'specially Andy Armstrong—and glad, I guess, too, to be in the advertising business where some people at once genial and sharp and urbane can find expression in their professional magazine.

Howard G. Sawyer,
Vice-President, James Thomas Chirurg Co., Chestnut Hill, Mass.

• • •

Deplores Classics Ad Copy

To the Editor: Recently I read an advertisement of a mail order book house, offering some of the classics. It seems to me this advertisement points up the need for a little more digging on the part of copywriters who prepare this type of copy.

Presumably the advertisement pays out because I have seen it before. But it might bring in a bigger pay-off if the copy were less on the banal side.

Permit me to quote: "Here is the opportunity you have been waiting for"—(how do they know that?)—and "You can't afford to miss this opportunity" (how can they be sure what I can afford and what I can't afford?)—and the statement that follows: "You'd never forgive yourself if you did"

AMAZING OFFER
TO READERS OF THIS MAGAZINE
THE WORKS OF THE WORLD'S GREAT AUTHORS
SHAKESPEARE
Yes! The Famous One-Volume Editions of "THE GIANTS of LITERATURE"

(some people are just not the self-forgiving type).

Intelligent book lovers read Shakespeare, Stevenson, Ibsen and the other authors listed. But do intelligent people respond to trite phrases and stale, irritating ballyhoo?

Now, for the worst of all the phrases used: "Amazing Offer" in what appears to be hand lettering more than 72 points in height. I once had an article published, based on the overuse of that very word "amazing" and such adjectives as "marvelous"—extraordinary"—and "wonderful"—which have long since ceased to carry their original force.

Julian H. Rogers,
New York.

• • •

Looks for 'Compact' Combat

To the Editor: On Page 3 of the Sept. 14 issue of Ad Age there's a news item about American Motors' trademark registration for the word "Compact" with a capital "C" and the warning to other auto makers not to trespass on the word.

On Page 52 of the same issue, however, there is shown a copy of the ad scheduled by Chevrolet for its new Corvair compact car with the words "COMPACT CAR" boldly displayed in the headlines!

I'm just waiting for Chevy and American Motors to tangle on this one!

Nathan Weinstock,
Advertising Manager, Chilton Greetings Co., Boston.

• • •

'Anny Narrowback Childher?'

To the Editor: If there be anny narrowback childher frim the Ould Sod in the house, maybe

wan of thim would put pen to paper about this trade advertisement?

Tom Elwell,
Account Executive, Publicity/Promotion Department, Grey Advertising Agency, New York.

Stokely-Van Camp Leads Pork & Bean Sales Parade

To the Editor: On Aug. 31 you ran a series of articles about the top advertisers, including Campbell Soup Co. In this, you made the statement that [the Campbell Soup Co.] "is the second largest processor of tomato juice and canned pork and beans," which is correct. However, in the next sentence, you said "H. J. Heinz is the No. 1 pork and beans processor" . . . This statement is a complete mis-statement of fact inasmuch as Stokely-Van Camp is the No. 1 processor of pork and beans. As a matter of fact, Van Camp accounts for about one-third of the pork and beans business; Campbell is second in the field, with Heinz, Libby and others accounting for the rest.

Would it be possible for you to make a corrected statement covering this matter? Please understand our very sympathetic point of view, realizing that you had a myriad of subjects to cover in these articles.

Ralph Watts,
Advertising & Merchandising Manager, Stokely-Van Camp Inc., Indianapolis.

• • •

Tastelessness Speaks for Itself

To the Editor: I forward the enclosed with heavy heart.

I should think the tastelessness displayed speaks for itself.

R. W. Kling,
Orinda, Cal.

For the BIGGEST true value of your life
Ask for Pulver's "Power-Pull"
"God, in his infinite wisdom, saw fit to place tread on the tips of your fingers. The loops and whorls were not put there for identification alone. If they were eliminated, you would have difficulty holding a wet glass of water, a cake of soap, or a life-saving grasp on any object you might reach for. This is a friction grip. On the highway, it's called coefficient of friction. It's the difference between life and death on the highway."
Pulver Supreme Recap
What is the coefficient of friction on your car's tires?
LET US CHECK THE TREAD ON YOUR TIRES!
Pulver retreads are equal in quality, safety and performance to "top-line" new tires costing many dollars more. And remember, a new tire guarantee with each Pulver Recap. We honor Bank of America and First Western Credit cards.
All Sizes Terms 2-Hr. Service
Free Balancing each Recap Pickup & Delivery
Pulver Recap Service
Roy Pulver, Owner
1849 Mt. Diablo Blvd. Walnut Creek
YEllowstone 4-5520

• • •

'McCall's' Gets Wrong Word in Its Advertisement

To the Editor: In your issue of Sept. 28 we ran a full-page ad entitled "McCall's Is First," and then listed four categories as follows:

in total editorial pages
in 4-color editorial pages
in total service editorial pages
in food [home furnishings] editorial pages

We are proud of our firsts, but we do want you and the readers to know that the word "linage" was intended to run in three of the four classifications, as follows:

in total editorial linage
in 4-color editorial pages
in total service editorial linage
in food editorial linage

We ran another advertisement in your Oct. 5 issue to inform everyone of that fact, and have made an individual mailing to

the ONLY Newspaper that COVERS the Rich FORT WORTH Metropolitan Area...
FORT WORTH STAR-TELEGRAM
39th in the Nation in Population! 618,000
41st in the Nation in Effective Buying Income! $1,093,684,000
40th in the Nation in Total Retail Sales! $715,707,000
is the FORT WORTH STAR-TELEGRAM accounting for
86.5% of all newspaper circulation in the Fort Worth metropolitan area!
Comparison of Daily Circulations in the Fort Worth Metropolitan Area*
Fort Worth Star-Telegram 163,081
Fort Worth Press 44,965
Dallas News 5,076
Dallas Times Herald 2,155
TARRANT COUNTY
FORT WORTH
JOHNSON COUNTY
Above Figures based on ABC Audit Report March 31, 1959
*Sales Management Magazine now includes the 2-county area of Tarrant and Johnson Counties as the Standard Fort Worth Metropolitan Area.
FORT WORTH STAR-TELEGRAM
AMON G. CARTER, Jr., President and National Advertising Director
LARGEST COMBINED DAILY CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

every one of the subscribers to ADVERTISING AGE to inform them of the correct story, based upon the first nine months of 1959.

George H. Allen,
Assistant Publisher and General Manager, *McCall's*, New York.

• • •

Use of Blind Is 'Poor Taste'

To the Editor: The McCann-Erickson ad headlined "The Two Blind Men . . ." that appeared in the Sept. 28 issue of your publication was in the poorest taste possible. In addition to using exceedingly bad taste in exploiting blindness to sell the talents of an ad

THE TWO BLIND MEN IN ROCKEFELLER PLAZA

agency, the ad is written in the most maudlin language I've read in years.

Madison Avenue decries the derogatory labels and criticisms hurled at it by its detractors—in this instance I'd say the critics were right.

John R. Martinez,
Promotion Art Director, *Forum*, New York.

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Amplifies Contest Survey Data

To the Editor: Your Aug. 3 issue reported partial results of our survey on the American "Contestant." The survey instalment you referred to was covered in the July-August issue of our news letter, Advertisers Confidential Contest News Bulletin. In an earlier (May) issue of the news bulletin we published consumer preferences on prizes. Consumers were asked to indicate what type of prize appealed to them most: cash, merchandise, cars and vacations were the choices listed. Consumers could also write-in "any others not listed."

Most respondents checked the above four items; however, many wrote-in such selections as, "houses, scholarships, regular income, stocks and bonds, etc." We thought these selections might prove interesting to our readers; therefore, they were summarized in our July-August news letter.

Inadvertently the write-ins were reported as the primary question in your Aug. 3 issue . . . To avoid any misinterpretation, cash, merchandise, cars and vacations actually scored heaviest with the write-in selections, following these in order of prize preference.

Cy Draddy,
Contest Director, Bruce, Richards Corp. New York.

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Was Compton 'Carried Away?'

To the Editor: According to an item on Page 181 in your Sept. 14 issue, someone at F. E. Compton & Co. or its agency was slightly carried away with the statement "perhaps the biggest and most costly want ad ever scheduled," in addition to being lax in keeping up with their competitive file.

Our client, Field Enterprises Educational Corp., publishers of World Book Encyclopedia and Childcraft, has been running full-page hiring ads since the fall of 1956. We are enclosing a 2-color proof of a similar insertion which ran in *Life* and the *Post* in September, 1957. In addition, our client

has also used full pages in *Look* and a four-color page in *Ladies' Home Journal*.

Such, alas, is the "penalty of leadership!"

L. J. Marshall,
Senior Vice-President, Keyes, Madden & Jones, Chicago.

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Left-Shoulder Arms Is Right

To the Editor: May I protest, gently, Mr. [Andy] Armstrong's criticism of "Innocents Abroad" in your Sept. 28 issue?

To the best of my belief—and that of a friend who passed out of Sandhurst—the British Army *does* shoulder arms on the left . . . And the left-to-right buttoning of the tunics suggests no "cunning reversal."

Valerie B. Joyce,
San Francisco.

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Imitation Is Flattering, But. . .

To the Editor: While it's true that the best compliment is imitation, how unoriginal can one get!

The "Original" Big Four Camera Exchange in Van Nuys, Cal., liked our mat ad for Korica Camera so

much that they decided to use it, illustration for illustration, almost word for word, for another camera that they were promoting. This ad appeared recently in the *Van Nuys News*—our Konica ad is at the right.

We're very flattered, but . . . !

Nat Kameny,
President, Kameny Associates Inc., New York.

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Sloppy Joe Well-Received

To the Editor: Irwin W. Solomon of Philadelphia, whose letter and reproduction of "Sloppy Joe" barbecue beef Open Pit ad appeared in your "Voice of the Advertiser" on Aug. 24 deserves a reply on two counts:

1. Many thanks, Mr. Solomon, for "on the spot research" that proved that the advertising for Open Pit barbecue sauce *sells* the product.

2. Enlightenment on the worry he assumed concerning the connotations the term "Sloppy Joe" may have for "stay at homes."

As proof that "Sloppy Joe" recipe is affectionately received by home economic editors of metropolitan newspapers we submit herewith tear pages from the *Chicago Daily News* food page of Oct. 31, 1957, another from Sept. 11, 1958 and a third from the food page of the *Chicago Tribune*, Nov. 14, 1958.

Please note, Mr. Solomon and workshop enthusiasts, the big promotion each editor has given good old "Sloppy Joe"—long a favorite of teen-agers and happy folks who love good eating. . .

Hats off to Mr. Solomon, a wise man indeed, from the East. We hope he will soon give a "Sloppy Joe" party and enjoy Open Pit barbecue sauce as millions do every day.

W. H. Alexander,
Vice-President, Henry Senne Advertising Inc., Chicago.

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BBDO's PR Staff Contributed to Oil Centennial Program

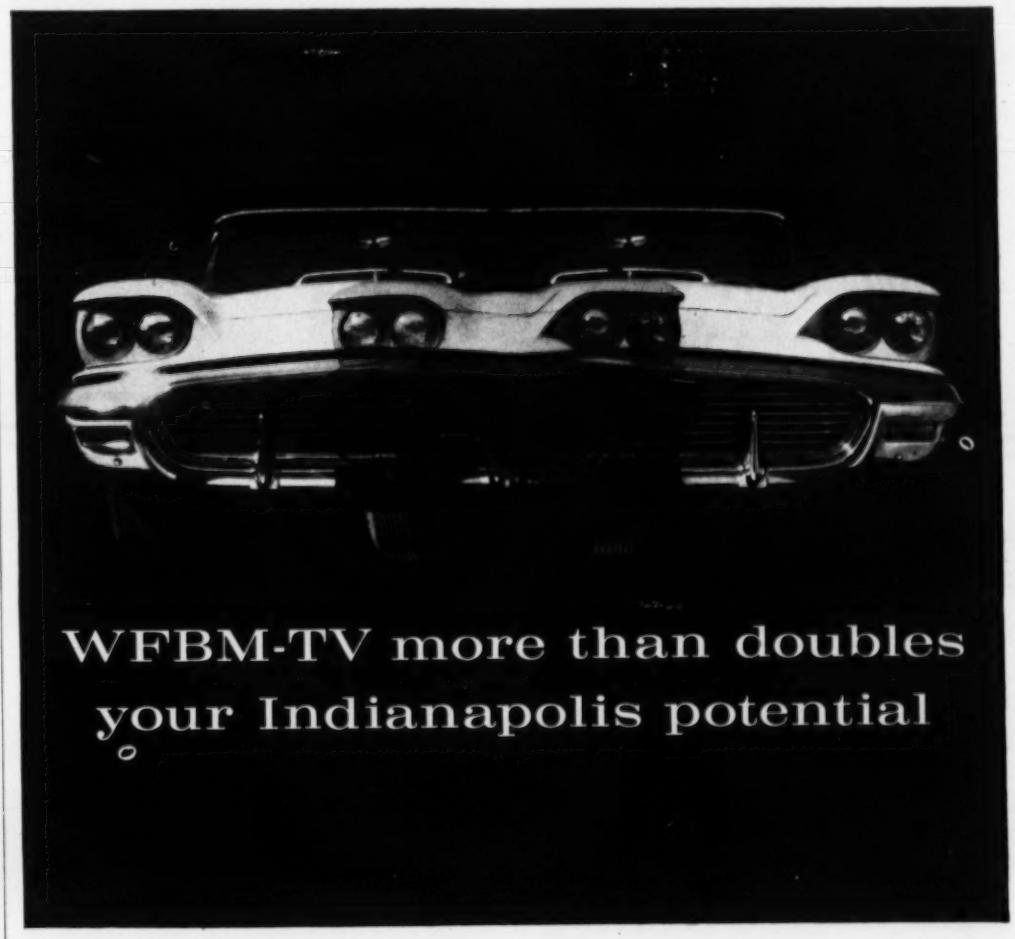
To the Editor: All of us involved in promoting the 100th birthday of the discovery of oil thoroughly enjoyed your piece in the Aug. 31 issue of ADVERTISING AGE. You covered most adequately the contributions of advertising to this event, with proper credits to the American Petroleum Institute and its agency, Sullivan, Stauffer, Colwell & Bayles.

But I fear that our client, Oil Centennial Inc., might consider that their dollars had been mislaid if we were not now to raise a small, modest voice. In January, 1959, this group of western Pennsylvania oil men and civic leaders retained the public relations department of Batten, Barton, Durstine & Osborn to handle and coordinate public relations, publicity and promotion in connection with the oil centennial events.

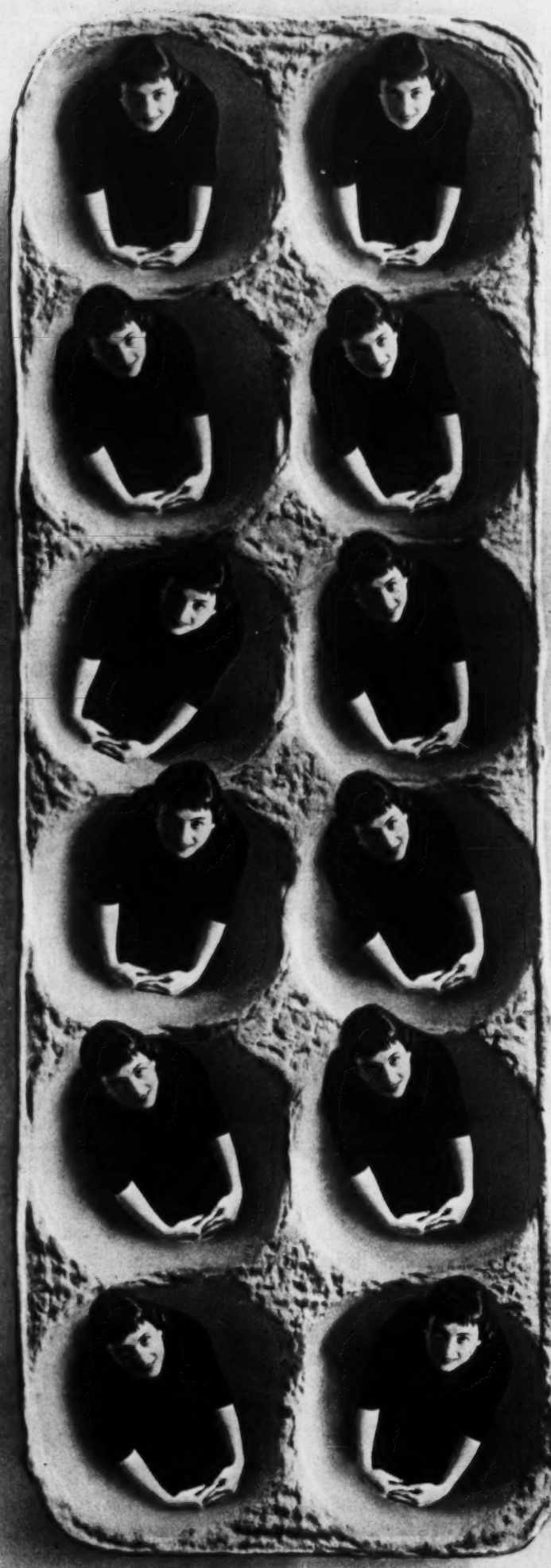
Subsequent efforts ranged from program planning, speech writing and special events (dispatching pipe line messages, time capsule, etc.) to placement of magazine, supplement and newspaper articles and handling of all on-the-spot press relations during the entire centennial week activities.

I am sure our colleagues with the API, SSC&B and other organizations involved would tip a professional hat to the achievements of Dick Mayes, our public relations account executive, and his associates for their contribution to the success of the oil centennial project.

Ralph H. Major Jr.,
Vice-President In Charge of Public Relations, Batten, Barton, Durstine & Osborn, New York.


WFBM-TV more than doubles your Indianapolis potential
for every 10 cars in the Indianapolis Trading Area . . . there are 13 in its Satellite Markets.
Maybe hard to believe—but true! Well-heeled Hoosier car owners in the big 18-county Indianapolis Trading Area are "out bought" by families in Satellite Markets. Sales potential per advertising dollar spent is bigger here than almost any market. That's why the Indianapolis TV market is different.
Where else will you find satellite markets that are 15% richer and 30% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from one central point . . . and by just one station with no overlapping basic affiliates of the same network?
WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study #3 confirms these facts. Let us show you how to test regional marketing ideas with amazing results.
Represented Nationally by the KATZ Agency
only basic NBC coverage of America's 13th TV Market — 760,000 TV homes.
INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!
11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.
CHANNEL 6
WFBM TV
INDIANAPOLIS
OUR 10TH ANNIVERSARY

Where extra women are a dime a dozen



Every dollar spent for advertising in Parade brings you a hundred more women readers than a dollar spent in any of the leading women's service magazines. *(P.S. You get them Sunday, too, when they're easier to sell.)*

Parade

The Sunday Magazine section of 65 fine newspapers reaching nearly ten million homes every week.

Feature Section

Advertising Age

New Business Traps for the Unwary

Has Coke Changed Image?

Things to Consider Before Ads Start

Company Papers as Opinion Molders

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

On the Merchandising Front . . .

A Message to Salesmen About Retail Ad Tie-Ups

By E. B. Weiss

The salesman who doesn't get fed up periodically with requests, suggestions and demands from the home office for more retail linage is pretty rare.

E. B. Weiss

Why is the home office so eager for retail ad tie-ups? And why are these tie-ups important to the salesman? Let's see:

1. Retail advertising obviously provides an extension of the manufacturer's advertising dollar.

2. This extension of the manufacturer's advertising dollar can be particularly valuable because it appears over the retailer's name in local trading areas.

3. There is unquestionably something doubly persuasive in local advertising appearing over the dealer's name insofar as impact on the shopper is concerned.

4. The line that the retailer backs up with his own advertising dollars is the line that is apt to receive extra consideration, extra thought, extra promotional and selling effort from the merchant. (Incidentally, when I use that word "merchant," I am referring also to the buyer, to the merchandise manager, to the store manager, etc.)

■ **5.** The retailer is apt to make a larger inventory investment in that line which he advertises regularly at his own expense.

6. The retailer is apt to give additional merchandise display, better location, to the line supported by his own advertising dollars. The line the dealer advertises is the line to which he is more likely to give special display; he is much more likely to use the display material or the fixtures of the manufacturer whose line he himself advertises.

7. The merchant is apt to give the lines he advertises more freedom in in-store promotional activity; in order to better assure an adequate return from such an advertising investment, the merchant is more apt to waive certain store rules and regulations concerning display, etc.

8. The line that the dealer advertises assumes additional significance in the minds of other store executives—and this is of considerable importance.

9. The line that the dealer advertises becomes additionally important to the salespeople—and this, of course, is also of considerable importance.

■ **10.** The more regularly a merchant backs a line with advertising, the more likely he is to include that line in his major promotional activities—his anniversary promotions, Christmas promotions, etc.

11. When a line has been backed with a substantial number of the dealer's own advertising dollars, new numbers introduced by the manufacturer and new lines introduced by the manufacturer are much more likely to receive wholehearted support from the retailer. In general, the merchant is much more willing to go along with and to experiment with new items in a line that he has supported with his own advertising investment.

12. Advertising sponsored by the retailer functions something like a snowball. The more advertising of this kind a manufacturer wins—the more he gets. In other words, it develops almost a momentum of its own once it really gets going. This is due, among other reasons, to the fact that other retailers see that one merchant is advertising a brand, and for competitive and other reasons this encourages the backward dealers to come forward with similar advertising support.

■ **13.** When a retailer advertises a manufacturer's line it gives the manufacturer's salesmen more of an opportunity to work with the advertising manager and with the merchandising manager of the store, instead of being confined primarily to the store buyer.

14. The line backed with the store's own advertising investment is less likely to suffer from substitution.

15. For a line sold from a manufacturer's fixture, store advertising is particularly important because the store's own advertising is so closely tied in time and space to the manufacturer's in-store fixture.

16. The larger the advertising investment by the retailer, the closer the relationship between the retailer and the salesman—between the retailer and the factory. This facilitates contacts and dealings.

■ **17.** Obviously, an advertising investment by the retailer in a branded line makes the retailer still more of a partner in the success of that brand with all of the implications that go with a true partnership relationship.

18. Certainly, consistent advertising of a brand by the retailer helps keep competition out of a store or at least lessens the competitive factor.

19. There is less likelihood of a change in the source of supply when a dealer has an advertising investment in a brand. This could be particularly important among big outlets—stores where a change of buyer sometimes almost automatically brings with it a change in suppliers.

■ **20.** I think it is obvious that strong retail advertising support can be a considerable factor in helping to open new accounts.

21. The linkage of the two names (store name and the manufacturer's brand name, and the implication of the dealer's endorsement) certainly helps to improve acceptance for a brand.

22. Where a brand has limited distribution, advertising over a retailer's name tells the shopper where to go to get the advertised brand, which is a very important gain.

■ **23.** Local retail advertising tends to have a high readership.

24. Where retail advertising is well done it tends to create immediate action, which obviously is a great advantage.

25. The retailer's advertising provides penetration into local markets that cannot be as deeply penetrated by the national advertising. Incidentally, the copy can be localized to fit peculiar local conditions, to fit the seasons, etc. It gives the manufacturer a leverage to win other promotions such as window displays, statement enclosures, etc. #

Agencies Ask Us . . .

New Business Traps for the Unwary

By Kenneth Groesbeck
Advertising Agency Consultant

"Which of the procedures for new business commonly used by agencies do you consider desirable, and which the opposite?" This question from a Kansas agency head offers a new angle on the often discussed problem of new business getting. "How can we tell," the question proceeds, "'when we are on the right track, and when we are going astray?"

Kenneth Groesbeck

Answering the second part of this question first, we may lay down the general principle that any procedure which brings in profitable and desirable business is good, while activities which are aimed at increasing billing without these qualifications is likely to be bad. Perhaps you think this is an obvious statement. However, agencies frequently are so desirous of increasing their billing that they wish-think themselves into the conclusion that they make money on practically anything which comes in on top of present billing. This is very far from the truth.

■ What kinds of undesirable billing do agencies encounter? Possibly the most common is business "controlled" by individuals who peddle it around to agencies, placing it with the outfit which offers the best deal, without too much worry about the abilities involved, or the fitness of the agency for the accounts concerned.

They are often smart salesmen, these people who peddle accounts. They will bring in the business and no questions asked, the billing is "sure" to be so many thousands, the peddler will do all contact, all creative work. All the agency has to do is check and bill. It sounds wonderful.

Soft pedaled or totally ignored at this time are the facts that the agency is taking a credit risk, that the peddlers will need office space, telephone service, possibly part time of a secretary, and much more time from the other agency executives than is mentioned in the preliminary talks. Nothing is ever said about the unfitness of the agency for the account involved, or the possible discontent of the client if the advertising service delivered is not good.

Agencies have been known to buy this problematical package for as much as two-thirds of the theoretical gross income, and to make matters worse, frequently they get themselves into a deal where they pay the peddler's 10% in advance.

Six months pass—or even a year—before the agency wakes up and looks at the figures. The billing has not materialized in the amount promised, the client is slow or even doubtful pay, the account man has been paid in advance more than the total revenue.

■ "This can't go on," remonstrates the agency. "We're in a hole so many thousands, we have extended credit for more thousands. No more money for you, brother, until we see some profit on this deal." Then more salesmanship by the hit-and-run artist, which results in more good money being thrown after bad. Or, the account man, vastly injured by the agency's obduracy, picks up the account and hies himself elsewhere, leaving the agency holding the bag, less likely than ever to collect from the equally injured client, sadder and wiser and a lot poorer.

The only way this sad awakening can be avoided is to be hard boiled at the very start of the negotiations. Don't take any business unless the agency is fitted for it, and unless the product or service advertised is such as may reasonably be expected to succeed, with proper promotion.

Don't take any business whose credit is doubtful, or, if there is any question about it, get your money before closing dates or other times when *your liability* comes into being.

Don't pay a cent more than half the commissions if the account man is going to do the whole job, and don't pay *anything* until the billing is in and has been paid for.

■ Look with suspicion upon any split commission deal. It is generally undesirable, from many angles. You have *no* real hold on any business you do not contact yourself, and in which the agency is not functioning creatively. Pay the account man a salary. You are gambling something if you pay anything before income has been received. Perhaps you may consider it desirable to do this. If so, bear in mind that you are speculating, and your eventual profits will depend entirely upon the soundness of your

business judgment. Don't underestimate your expenses on this sort of business. You haven't a Chinaman's chance if you retain only one-third of the gross income to take care of the agency's expenses hoping to end up with a profit. You won't.

Another frequent source of agency loss is the account it takes at cut rates. There is much of this going on these days, especially since the government suit against advertising associations which were found in restraint of trade, resulting in the removal of agency fears in rebating, so clients are shopping around and buying their agency services at bargain rates.

You are taking your life in your hands if you get into any of these cut-rate situations. At cut prices you can't deliver proper service, and dissatisfaction is sure to result.

When the client buys at cut rates, he never expects the same cut in service. That's what he gets, however, invariably. You bust yourself learning about the client's business, spend far more than you should in time, hoping that it will pay off eventually, but you are so handicapped by too low an income that the client kicks, out goes the account and the whole operation shows you a serious loss. Far better to insist on remuneration *higher* than the 15% standard, if the account promises to be difficult and requires excessive time to handle it properly.

Variations on the cut-rate deal are arrangements where the agency pays the advertising manager's salary, on the ground that they would have to pay an account executive anyhow, so why not leave him in the client's office? Or even more undesirable deals where the agency slips a few thousands every year to the man in the client's organization who has the say. This is very unhealthy, indeed.

■ Another cute client trick is the extension of credit deal. Here the agency finances the advertising out of its own working capital, or takes its income only out of increased client profits resulting from the advertising. Don't buy these deals, either. The agency is taking all the risks at a theoretical profit far too small to warrant sticking its neck out in this manner.

Well, I seem to have been writing entirely about how not to do it. I guess that's a lot more important than stressing the obvious principle: *Take only business which is both desirable and profitable.* Look with deep suspicion upon any new billing which does not meet these requirements. There's a lot of it around, and it's dangerous as hell. #

What's Doing on the Legal Front . . .

Understanding the Right of Privacy

By Sidney A. Diamond
Member of the New York Bar

The right of privacy is a legal doctrine that affects all advertising and publicity as a matter of daily routine. It is the right of a person to be free from intrusion upon his personal life for commercial purposes. In its most common occurrence, this is the principle of law that requires a release from a model who appears in a photograph or painting destined for use as an advertising illustration.

Sidney A. Diamond

Since the right of privacy is a personal right, like the ownership of property, the laws of the individual states apply to all problems in this field and there is no over-all federal rule on the subject. Practically all of the states, however, have recognized the right of privacy as one of the natural human rights of every individual citizen. Three states, including New York, passed special legislation to create the right of privacy within their own borders; elsewhere, the state courts have accepted it as part of the common law, which is based on legal precedent that requires no act of the legislature to become effective.

■ The New York statute provides the most influential definition of the right of privacy, not only because so much advertising either originates in or reaches New York, but also because courts in other states frequently refer to New York cases on the subject as guides to their own interpretation. In New York, it is unlawful to use the *name* or *picture* of any *living person* for *advertising or trade purposes* without the *written consent* of such person. Each of these elements is worthy of separate consideration.

It is the person's own *name* that must be used to create a right of privacy problem. The unauthorized use of a well-known nickname or pseudonym that unmistakably pointed to the individual probably would be considered a violation of his right of privacy; but the use of a title or other descriptive designation, no matter how clearly it identified a particular individual, would not be a violation because his *name* was not used. A person who is used as the model for a character in a work of fiction cannot complain that his right of privacy was invaded if the author gives the character a fictitious name. Note that the law says nothing about the name being used in writing; use in radio, television or motion picture dialog also is protected.

■ The unauthorized use of a person's *picture* violates his right of privacy, whether or not his name is used in conjunction with it. The picture is a separate element protected by the law, even with a fictitious name or with no name attached to it. Any recognizable picture is covered, whether a painting or drawing, a still photograph or motion picture, and probably a sculptured likeness as well. Television was not in existence when the right of privacy first came into the law, but there is no doubt that a television picture qualifies for protection.

The New York statute is limited specifically to a *living person*. This means that the family of a deceased individual has no legal basis for complaint if his name or picture is used without consent. However, the Utah and Virginia statutes cover deceased persons as well as living ones; local advertising in those states and national or regional advertising that reaches Utah or Virginia obviously must take account of this added restriction. In the rest of the country where the right of privacy is recognized by court decisions under the common law, only living individuals have been protected. A *person* for these purposes means a human being; cartoon characters, corporations, buildings and animals may have names but they have no right of privacy. Here again, Utah (but not Virginia) is a partial exception; the Utah law contains a unique provision protecting the names of public institutions.

■ A person's right of privacy can be invaded only if his name or picture are used for *advertising or trade purposes*. This limitation has created the greatest difficulties of legal interpretation. It is simple enough to classify direct commercial endorsements or illustrations in advertisements.

But what about a publicity release that has genuine news value; must a newspaper get right of privacy clearance before it can run the story? The answer in this and many other troublesome situations is that the public interest in the dissemination of news outweighs the individual's right of privacy. This rule applies both to people who would prefer to avoid publicity, like innocent victims of violent accident or crime, and to people who actively seek publicity, such as entertainers and candidates for public office.

It is sometimes said that public figures waive their rights of privacy by deliberately pursuing publicity, but this means only that they are newsworthy by choice rather than by chance. It is important to note that this loss of privacy is not complete; the name and picture of an accident victim or an actress can appear in the news columns without clearance, but that does not justify the use of their names or pictures in advertising.

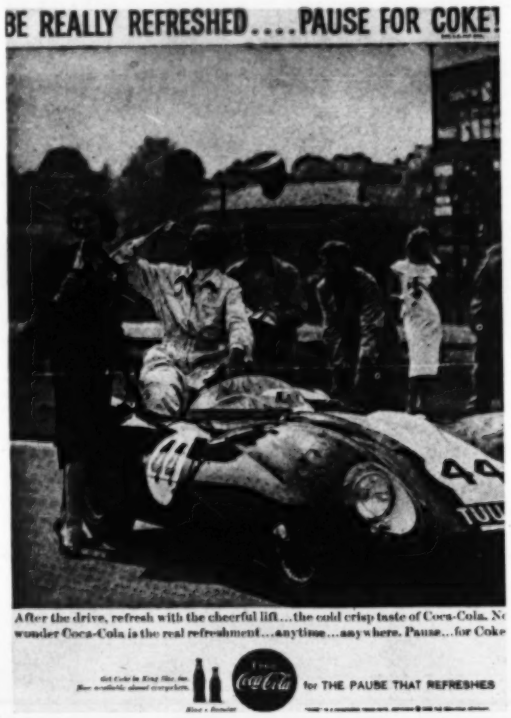
■ Next, we come to the question of clearance itself. The New York law requires *written consent*. If the person is under 21, the consent must be signed by a parent or guardian or it will not be legally binding. Of course, a professional model gives implied consent by the very act of posing, and it is unlikely that such a person would be able to collect more than nominal damages if a lawsuit were brought on account of the technical omission of a signature.

Written releases are insisted upon routinely nevertheless, not only because a lawsuit can be expensive and annoying even if the damages are only six cents, but for the more important reason that a signed document can cover several important details in addition to simple permission to use the picture. Perhaps the most important of these is to make certain the consent is irrevocable, or perpetual (they both amount to the same thing).

The right to use a name does not accompany the right to use a picture automatically, so the name should be covered in the release if that is wanted. Endorsements require their own special form of consent in which the language of the testimonial is quoted in full to avoid future disputes about limitations on the release. Employment contracts for talent, writers and other creative personnel customarily include clauses releasing their privacy rights. The more important the employe, the more complicated this clause is likely to be. For example, a

The Creative Man's Corner . . .

Has Coke Changed Image?


BE REALLY REFRESHED....PAUSE FOR COKE!
After the drive, refresh with the cheerful lift...the cold crisp taste of Coca-Cola. No wonder Coca-Cola is the real refreshment...anytime...anywhere. Pause...for Coke
Coca-Cola
for THE PAUSE THAT REFRESHES

For a good many years, Coke's advertising had about it a feeling of youth and good, clean, honest fun. Perhaps the company felt that image should be changed. We don't know. We can only surmise. But ever since the abandonment of the advertising that built Coke into our No. 1 soft drink, its messages have floundered in a sea of great confusion.

This particular ad, not atypical, is a lifeless, soulless, unfeeling assemblage of elements—whose selection, it would appear to us, was dictated largely by research considerations. As a result, like a mechanical man, it performs expected functions but transmits nothing. It will undoubtedly get a high Starch. But, it seems to us, the extent of exposure to an audience is useful only in terms of what is exposed.

An arresting illustration? Mebbe so. Certainly difficult to identify with. And the obvious contrivance of four out of six people imbibing Coke doesn't contribute to a feeling of genuine, true-to-life illustration. As for the product illustration, when you get it that small, why illustrate it at all? #

IN THE REDBOOK YEARS THEY NEED MORE OF EVERYTHING

Redbook Magazine becomes part of the lives of Young Adults as they marry and start their families. These are the years when they form buying habits which are theirs alone, and theirs for years to come. In The Redbook Years, they need more

reach them

*FIGURES ON NON-DUPLICATION OF CIRCULATION WITH OTHER MAJOR MAGAZINES MUST BE SEEN TO BE BELIEVED. SEND FOR THEM!

2,850,000 Young Families Are Living The Redbook Years Right Now!

Readers Under 45	71%
Reader Income	$16,780,800,000
High School or Better	90%
Own Cars	86%
Children Under 18	3,277,500

and spend faster than any other magazine group in America. Furthermore: they insist upon a magazine that talks to them in their own honest terms, that helps them meet their own living situations. You *have* to speak to them in Redbook.*

in Redbook

The Magazine for Young Adults

230 PARK AVE., NEW YORK, N.Y. MURRAY HILL 6-4600—AND CHICAGO, BOSTON, LOS ANGELES

television film agreement may permit a performer's name and likeness to be used in advertising the program but not in endorsing the sponsor's product.

■ When a right of privacy violation is claimed, the question is not who was aimed at, but who was hit. Putting it another way, the impression created by the advertisement or other use is more important than what was intended. The type of notice that reads, "Any resemblance to real persons is purely coincidental" will not serve as protection if the name of a real person actually is used. Even a release may not be enough; getting permission from a file clerk named Elizabeth Taylor to use her name in a testimonial would not be much help in answering a complaint by *the* Elizabeth Taylor, because that is the one the public would think had endorsed the product.

But all these problems are matters of degree; in a case of true coincidence, the absence of any intention to invade the privacy of the complaining individual at least would reduce the amount of any damages that might be awarded. Some agencies have lists of cleared names that copywriters are encouraged to use for characters in advertising; pulling a release out of a file can be an effective answer to the man or woman bearing the same name who makes a complaint in the hope of getting a "nuisance value" settlement.

There are other possible claims that a right of privacy release may not cover. For example, the model may grant permission to use her portrait, but the copyright in the picture may belong to the photographer. The consent of both obviously would be necessary in such a situation. Conversely, copyright clearance does not release the right of privacy of any person who is recognizable in the picture. This is something to bear in mind particularly when buying stock shots for use in advertising; the photographer ordinarily is in a position to grant the reproduction rights, but, if he cannot provide a model release also, the next question is whether the model can be found or whether it would be better to choose a different photograph.

■ Another possible claim is libel. The right to use a person's name or picture for advertising purposes does not include the right to use it in such a way that the person is held up to ridicule or contempt. However, a model can waive the right to sue for libel by a written release, and some forms of consent cover this along with the right of privacy. Fortunately, this type of problem arises only rarely, but if a particularly zany or potentially offensive advertisement is involved, it is wise to make certain in advance that the model will sign a release including libel as well as the right of privacy.

Finally, let us return to the situations where there is no right of privacy. As far as public figures are concerned, it has been explained already that their lack of privacy does not include taking advantage of the commercial exploitation values in their names and pictures by using them, for example, in advertising illustration or copy. But what about the cartoon characters, corporations, buildings and animals that have no right of privacy at all because they are not persons?

Their names and pictures may have commercial value, too, and the law will protect them against unauthorized use on the ground that it is a type of unfair competition. A license is required to exploit Mickey Mouse, Howdy Doody, The Lone Ranger, Lassie or even Madison Square Garden. The courts frown upon people who try to take a "free ride" on the commercial values created by the investment of others, and for this purpose it makes no difference whether or not any right of privacy exists. #

Salesense in Advertising . . .

Things to Consider Before Advertising Starts

By James D. Woolf
Creative Consultant

On several occasions, in my work as a consultant, I have deemed it necessary to advise prospective advertisers to postpone plunging into advertising until they were ready for it.

James D. Woolf

More than one venture into advertising has failed not because of any inherent weakness in the advertising itself, but because of inadequate and incomplete preliminary groundwork. The advertising fever is contagious. The manufacturer invents a new product, and the thing looks so good that his hopes and enthusiasm mount high. All around him he sees makers of generally similar products achieving fine results through advertising. He gets bitten by the bug, and into advertising he goes as fast as he can get admen to turn it out.

■ What are the questions the new advertiser should look into before he takes the fateful plunge? How should he get ready? How can he be reasonably sure of success? Following are several considerations that have fallen within the area of my observation and experience:

1. The prospective advertiser should be positively sure that his product is *right*. Advertising, no matter how good it is, cannot make up for the shortcomings that may exist in the thing it is expected to sell. The preliminary trying-out of the product cannot be too thorough. It should not only be subjected to the most searching tests in the factory; it should also be put to the crucible of practical everyday usage in the home, and this home testing should be extensive enough and long enough to be absolutely conclusive. Does the product offer real benefits that the consumer will recognize and want?

2. The new advertiser should know for a certainty that he can produce the product in whatever quantities that may be necessary to supply demand. More frequently than one might suppose new advertisers, suddenly faced with the situation of supplying a greatly and rapidly growing demand, find themselves with their hands tied. I have in mind one manufacturer who neglected to inquire into his factory facilities and raw materials supply before undertaking a national advertising campaign. The advertising, resultful beyond his dreams, literally swamped him with orders he could not fill. He finally was obliged to cancel the major part of his advertising schedule, and the fiasco lost him a considerable sum of money.

3. Another important pre-advertising consideration concerns trademarks and trade names. I am familiar with the cases of two manufacturers, one of a beauty aid, the other of a household cleaning product, who were obliged to abandon their trade names because of prior use by competitors. Both of these advertisers had invested more than $100,000 before they got the bad news. Both of these manufacturers were entirely innocent of any intention of trespassing on another's rights; their offense was one of omission rather than commission. Not long ago I coined a trade name for a certain toilet article, and this name I felt sure was entirely original. Careful investigation, however, revealed no less than 14 products that bore a nearly similar name, and one product with exactly the same name. The prospective advertiser of a new product cannot be too painstaking in establishing his legal right in choosing a name and trademark.

4. The package is another consideration deserving careful thought at the outset. Is the product one that deteriorates easily under conditions of moisture, and, if so, is the package waterproof? Is the package durable? Will it stand up? Will it show stains, soil easily? Will it keep the product clean? Is it dust-, dirt-, and insect-proof? I know of one advertiser who received many complaints and whose sales were immeasurably hurt—all because of a short-sighted policy of using a cheap and inferior container.

Then there is the matter of design, of artistic appearance, of optical value. Is the package in keeping with the quality of the product? Does it actually suggest quality? Does it create desire? The skillfully designed package can be made a positive selling force, and hence it deserves the most careful thought.

5. Getting ready for advertising also involves the matter of getting ready financially. There is, many times, a long pull ahead before advertising begins to pay cash returns, and the advertiser finds himself engaged in an endurance test. "Keeping everlastingly at it" is the thing that brings success in advertising, and this at the outset is often expensive.

The new advertiser should count the probable cost before he goes ahead. The manufacturer inexperienced in advertising frequently entertains mistaken notions as to the results accruing from his initial campaign. By hard stinting he gathers together $50,000, or maybe $100,000, and contracts for some advertising in the expectation that his profits from this investment will pay for his next year's campaign. Then, if results fail to measure up to his hopes, he's out of it, he can't carry on.

The advertising graveyard is full of such corpses. Too much confidence in the magic powers of advertising, plus erroneous ideas about financing it—here is a fine recipe for advertising failure.

6. There is no consideration more important than that of distribution. Advertising cannot sell goods when the goods it is expected to sell are not readily available to the public. Too much should not be expected of advertising in the way of "forcing" distribution. At the very outset, before a single line of advertising is published, the new advertiser should have a very clear-cut program of procedure for securing adequate dealer representation. In some cases, perhaps, advertising can go ahead without sufficient distribution. In these cases, however, there should be more than reasonable assurance that dealers will be easily and quickly lined up.

7. Of first-rate importance, as an essential in getting ready for advertising, is the advertiser's organization, especially the selling staff. Sales department and advertising department should pull together, and the salesmen should go out on the road full of the advertising spirit. Advertising is at its best when it has the intelligent and enthusiastic support of the men who carry its message to the dealer. Along with the salesmen, the entire internal organization ought to be geared up to the advertising job and the standards of quality and service it sets.

8. Dealer material is important. If the advertising plan is to include window trims, store hangers, local newspaper advertising, and similar helps, this auxiliary material should be charted out in advance according to a definite time schedule. All of the various units that go to make up any advertising campaign should be timed carefully and set to go off on the dot.

9. An initial question of vital importance is the matter of pinpointing the objective. Unless the advertiser has a very clear picture of exactly what he is setting out to do, of the precise goal he is aiming at, he will find his task doubly hard.

10. Does the product serve a *genuine* consumer need? The product may be of honest manufacture, it may be of the highest quality in every respect, but this alone will not make it sell. If it fails to serve a need it will fail to render a service, and the public will not want it; the market will not be there. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Looking at Radio and Television . . .

Love That Expense Account

By the Eye and Ear Man

After an advertising executive retires, friends who see him in Maine or Florida or Arizona report that the exec thinks that retirement is great except for one thing—no expense account. The idea of paying for one's own plane tickets or lunches or theater is appalling. The retired television exec finds it just as bad, only more so.

The expense account has become a way of life that only thieves, and those with inherited capital to fritter away can enjoy. The luxury restaurants and the luxury hotels in Beverly Hills, California could not exist without the expense money that pours into them from the television executives and their clients.

Part of the tiresome aspects of the television business—the endless debates with account executives, agency managements, clients, talent, and talent agents—are mitigated when the jet plane takes off from Idlewild, the booze is rationed out, and the "on plane" camaraderie begins. Then the tropical warmth of the California climate envelopes the tired tv expert.

Into the waiting rented convertible he goes, and off to either the Beverly Hills or BelAir Hotels where a friendly, steady-drinking group of buddies awaits him to

plan the next day's series of meeting-by-the-pool, which has been designed for just that purpose.

After a week or two of the poolside conferences and good fellowship (and more than often good womanship), he is ready to fly back to the little woman and the harassment of the job with the

"I can't afford to waste my advertising"

Of course he can't. This manufacturer knows that in a dynamically changing economy he must re-evaluate and re-define his market regularly. If his market is metalworking he knows that over 80% of it is concentrated in some 7,000 *mass production* plants. And the best way to reach this market is through mass production's own magazine, *Production*.

Production's authoritative and timely reporting pays off by making it "must" reading for over 29,000 production engineers and managers in these plants. *Production* copies are read, re-read and passed on . . . really *used* by the men who make the major buying decisions in the manufacture of aircraft parts, automobiles, business machines, appliances and thousands of other metal products.

And it pays off for *Production* advertisers, too! To see how *Production* fits into your advertising portfolio, check SRDS, then call in your *Production* District Manager. Or, contact Bramson Publishing Company, Box 1, Birmingham, Michigan.

Concentrate your advertising in the only magazine that concentrates on mass production . . . America's largest industrial market.

PRODUCTION
MAGAZINE

mien of a better man.

The tab for a week's work in Hollywood, including a weekend at Las Vegas or Palm Springs and including transportation, is about $1,000. Even the top execs could not normally afford this kind of luxurious living. They tip lavishly, eat and drink lavishly, and truly combine the relaxing aspects of a vacation with the accomplishment of business. Poolside deals have a way of being easier to pound out because of the sun and the sweat. Men in bathing suits don't seem to disagree with each other as hotly as men in offices with tight fitting togs.

■ The other variations from the normal grind include conventions, sales meetings, client calls, trips to check talent in Las Vegas and in Miami, or press tours with the talent on one of the shows, or writer conferences in Bermuda or in some sunny clime where indolent writers hole up.

Here again the tired executive, with the insurance actuaries breathing hard on him, can take off his shirt and let the warm health-giving rays of the sun lull him back to low pressure living. And, for this week of the best of food, drink and lodging, who pays? Old lovable Uncle Sam pays half, and his company pays half. Again, *whoosh*, away goes a grand.

■ It is not uncommon for one of these meetings to take place in a millionaire luxury palace like Boca Raton, White Sulphur Springs, the Greenbrier, the Coral Beach Club and, who knows, now that we are only going to another state, the Royal Hawaiian? While the sales conventions involve attending dreary meetings in the sun hours and a lot of phony back slapping, the clever television exec can find time to sneak out to take care of his leisure requirements.

The *piece de resistance* is now getting to be talent hunts in Europe. This actually doesn't cost much more than the fleshpots of the U.S., but sounds better to the guys in the little club that tv execs have. The bright ones with the spectaculars have the inside track on this act. Off to Paris or London or Copenhagen to get acts to freshen the dried-up talent that is left. (Note: All the acts in Europe have played Ed Sullivan and the best place to audition them is in the old suburban home with the little family sitting by the television set in the game room.)

A few advertisers have shows being filmed in London or other European capitals and they sure need supervision from time to time, because they are generally the worst shows. Here again, our hero is more than willing to do his duty no matter how painful, and off he goes in them risky jets.

Back home the theaters, the posh restaurants and saloons, and the night clubs, with the speedy limousine to slump into between belts, mark the reward of the hard-thinking tv exec. This modern day Belasco has not only this, but retirement plans, too. It's a tough life to beat, even though they die young.

■ The *average expense account of top flight tv executives in responsible positions comes to anything from* $7,500 *to* $15,000 *a year, counting travel.* Even the toughest comptroller or chintziest agency will allow this output and the freewheelers may let it go as high as $20,000. It may seem a lot to outsiders, but it is an industry practice and there are rules in the conduct of this business that do not allow for a second way of life.

The right guy *is worth every cent of this* to a company, and no company can get a top man without this latitude to get rest and work in the sun at regular intervals to relieve the strain. The theater is his business and more deals are made over dinner and drinks and lunch than in any other business in the world.

To the outsider it looks like a bunch of guys are dogging it, but only an insider knows how hard it is to get into and stay in the magic circle of top tv execs. The life looks good until the day in November when the Nielsens come out, and the fellow who did the picking has a couple of turkeys. Then what does he do? He hops the first jet to Palm Springs, meets with the producer, and fixes them—by the pool of course. #

Employe Communications . . .

Company Papers as Opinion Molders

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Not too many years ago the persuasive power of the typical company publication for employes was acutely limited. It might be able to foster a little cooperation in connection with putting empty cigaret packs in trash receptacles, but that is about as far as it went. The company management didn't ask or expect the company publication to be influential about anything, so it rarely was.

It is difficult to examine samples from the current crop of employe journals without coming across a substantial percentage that are talking persuasively. The editor may have decided to awaken the reader with some factual stuff on foreign competition, so he shows a picture of a piece of machinery idled by low foreign prices. He may display price tags from competitive equipment, letting the reader see for himself what the sales department is up against. He may be sawing away at the old profit theme, trying to persuade his followers that gross profits aren't what the boss puts in his hip pocket.

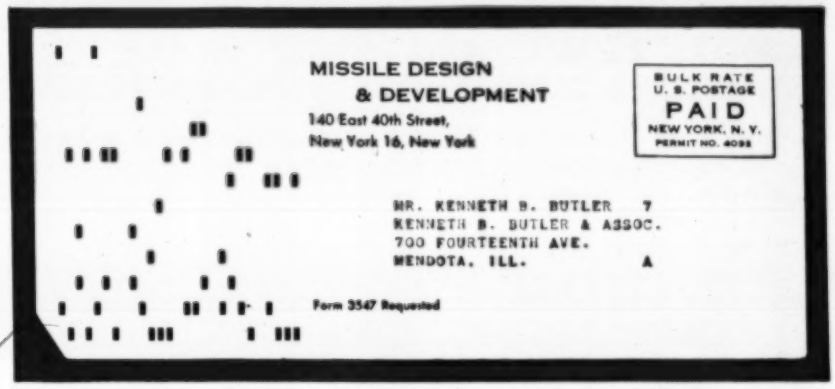
The causes for which employe publications are battling these days are essentially political and economic. As the months pass, greater courage is being shown in discussing issues and candidates, but industry is still miles away from competing with the union press in this field. Yet paper after paper shows pictures and biographical sketches of office holders, and there is a mounting indication that—when the battlefield is ready in 1960—employe publications will be at least publishing voting records of candidates. This, you may be sure, is a long step.

What seems more heartening even than the employe publication's entry into politics is the employe publication's entry into civic affairs. For decades the company press has contended that local government is the exclusive problem of the man in the mayor's chair. Some managements today appear to be asking themselves: Actually, is it?

The acknowledged pioneer in the field of participation in local affairs is Weirton Steel Co. at Weirton, W. Va. Granted, the destinies of company and community are thoroughly intertwined; the fact remains that Weirton is an infinitely better community because Weirton Steel insisted that it be a good community in which to live. Not every company that manifests an interest in local affairs and good government is located in a small community: Hooker Chemical Corp. is situated in Niagara Falls, N. Y., and has no perceptible grip on local government. This does not prevent the company, however, from speaking up directly on issues that affect the community, the industry and the company. The employes can decide for themselves who's right, but by golly, the company is going to get itself heard.

A recent illustration of Hooker forthrightness is found in an editorial in "Hooker News." The editorial dealt with the subject of federal aid for schools, upon which the company frowns. Here's a sample of good Hooker journalistic infighting: ". . . Hooker has much to gain from well-operated school systems. Properly educated children will grow into capable men and women who are able to keep Hooker humming tomorrow. Our company, the community and the nation will have the scientists, the specialists and the highly-skilled employes needed in constantly increasing numbers only if our schools are geared to changing requirements. We lose if we don't give our children the best in education and don't do it efficiently. We lose if we permit the federal government to do it for us."

This doesn't sound much like prewar corporate journalism. To those grown weary of the old tunes ground out on the company house organ, the change seems pleasant and promising. #



INTO ORBIT—*Punched electric computer card needs no expensive production flourishes in order to get its message read. Typography is kept functionally simple, in order to preserve the illusion.*

Tips for the Production Man . . .

What's New on the Format Front

By Kenneth B. Butler

We have a basket into which we toss significant and interesting items of advertising which captured our attention because of the format used. From time to time we mention these to you, because we feel that format is a dimension in advertising that definitely falls within the realm of the production man.

Mind you, we are not saying these are positive "firsts." They may have been used previously; but they were refreshingly new to us.

■ The first of these is a simple mailing card in the size and characteristics of an IBM sorting card . . . punched holes, diagonally-cut corner and all. It's done in simple, business-like composition without display or illustration.

We have begun to attach such value to the use of IBM cards that the gimmick is bound to force a reading. In this case the card was an announcement of an electronic systems and components issue of *Missile Design & Development* magazine.

* * *

Another mailing piece that had an arresting "gimmick format" was a folder showing some new type specimens by Herman Typographers, 360 N. Michigan Avenue, Chicago. The folder featured staggered alignment of the several sheets saddle-stitched together, giving an interesting melange of projections.

The piece was also an interesting example of multi-color obtained by using different colors of stock, printing being limited to straight black in a single impression. Medium weight cover stocks of white, tan, green and gray were combined to form a slightly weird but undeniably provocative format.

MULTI-COLOR—*Simple, one-color printing is given multi-color appearance and intriguing format by combining stocks of several colors and binding with staggered alignments.*

* * *

"Bright Future" is the heading over a short article in the pocket-size "Fortune at Work" issue for June, put out by *Fortune*. To illustrate this idea, and to attract attention to it, a small strip of red luminescent paper was pasted to the spot over the article where illustration would ordinarily appear. The attached fluorescent paper is about the size of a Dick strip label . . . its pulling power is mighty powerful. #

What They Were Saying 25 Years Ago . . .

McClelland Barclay, artist and illustrator, in an interview with Advertising Age (Aug. 4, 1934):

"A photograph, no matter how well done, can be only a pictorial presentation of fact. But a painting or drawing transcends fact.

"A photograph of a woman, no matter how beautiful, is after all no more than a picture of that particular woman. But let a skilled artist do the work. His work pictures the same woman, but she . . . has stepped from the realm of flesh and blood into an abstract, idealistic sphere which to my mind makes her more convincing to the vast majority of people."

Henry T. Ewald, president of Campbell-Ewald, after a visit to the Detroit International Salon of Industrial Photography (AA, Aug. 4, 1934):

"Just see what the camera artist has done with piston rings, with a set of gears, and here in this photograph with a cluster of pencils. The answer is simple. A photograph is just as pleasing and far more convincing. Pictures such as these put advertising across to the public."

Robwood Adds GM Dealer

Clyde Garfield, Cadillac-Oldsmobile dealer in Nashua, N. H., has appointed Robwood Advertising Associates, Nashua, to handle its advertising.

Australia Names Frank Vos

The Australian government has appointed Frank Vos & Co., New York, to handle an advertising program designed to attract more U.S. companies to Australia.

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

Glaeser Fein Johnson Isaac Flynn

AT ARF CONFERENCE—*Edwin Fein, of Research Co. of America, gives a big hello to Warren Flynn, of J. Walter Thompson Co., at the annual Advertising Research Foundation meeting. Onlookers are Walter Glaeser and Arno H. Johnson, of JWT, and Reno Isaac, Reader's Digest.*

Meat Ad Sells Brand, Also Store, MSU Report Shows

CHICAGO, Oct. 6—Meat ads in newspapers strongly influence consumers' meat purchases, not only affecting what they buy, but also where they buy, a Michigan State University marketing study indicates.

The university surveyed 1,200 consumers and found that 63% read meat ads in newspapers before they go shopping. Of this percentage, 72% said these ads influence what they buy; 49% said the ads influence where they buy.

These results were reported to the 54th annual meeting of the American Meat Institute here last week by Edward A. Brand, professor of marketing.

■ Another study reported by Mr. Brand sharply refuted a popular industry belief that most consumers buy all of their meat at the same store. In a study of 225 families in the Lansing, Mich., area, he said, it was found that actually only 4% bought all their meat from one store. Nearly 79% purchased meat at four or more of the nine local stores. Approximately 33% purchased from two or more sources in more than half the weeks of the year, the study disclosed.

Still another study reviewed by Mr. Brand gave evidence that consumers don't object to frozen meats.

In this study, 436 Detroit families were surveyed. While more than half of them never buy frozen foods, it was discovered that 82% of the 436 families buy fresh meats and hold them in freezer units in their own homes for periods up to two weeks.

■ In the course of the convention, attended by some 6,500 industry representatives, AMI made a strong effort to induce meat packers and retailers to include in their meat advertising more emphasis on the nutritional value of meat. #

Hixson & Jorgensen Names 4

Hixson & Jorgensen, Los Angeles, has promoted Tyler Macdonald from senior group account supervisor to senior vp and marketing director and named Guy S. Warren, who joined the agency June 15 as senior vp and creative director, chairman of the creative plans board. Jack Daly and Robert Hamilton have joined H&J as account executives. Mr. Daly formerly was vp and account supervisor of Caples Co., Los Angeles. Mr. Hamilton previously was ad director of Bryant Heating, Cleveland.

Walsh Joins 'TV Channels'

Harry J. Walsh, who recently resigned as assistant advertising director of *This Week Magazine*, has joined *TV Channels*, a syndicated Sunday magazine which will start publication in June, 1960, as vp in charge of publisher relations. The magazine is at 11 W. 42nd St., New York.

Zon to Maurer, Schuebel

Henry Zon, formerly director of research for the CIO-AFL Committee on Political Education, has joined Maurer, Schuebel & Fleisher, Washington agency. Mr. Zon was director of public relations for the political action committee of the Congress of Industrial Organizations before joining COPE in 1955.

For newspaper advertisers, what is the Charlotte market?.....
To begin with, it's Metropolitan Charlotte (Mecklenburg County), biggest thing in both Carolinas. But that *is* only the beginning. Charlotte's newspapers, The Charlotte Observer and The Charlotte News, reach much further. In addition to providing saturation coverage of Charlotte itself, they deliver a Zone of Influence* that includes 39 Carolina counties, where the population totals nearly two million and yearly retail volume passes the one-and-a-half billion dollar mark †.

That Represents a Population Potential More Than Seven Times as Great as Metropolitan Charlotte Itself. And One Media Buy Delivers It All.

As a newspaper market, then, Charlotte is of major *national* importance... biggest in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

*Contiguous counties where Observer–News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.
†1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | **THE CHARLOTTE NEWS**

Charlotte, N. C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

1 will get you 7

WNJR
negro radio for metro **new york**

NUTTY—*A four-color center pole piece with tear-off pad is furnished to grocers by Diamond Walnut Growers, Stockton, Cal., promoting its offer of a nut bowl for $2.50 and a trademark from a bag of Diamond walnuts.*

Donald Vaughan, for 33 Years Ad Head of Brooks Bros., Dies

PORT JEFFERSON, N. Y., Oct. 6—Donald C. Vaughan, 75, former advertising manager of Brooks Bros., New York men's clothing retailer, died here Oct. 1, after a short illness at Mather Memorial Hospital.

Mr. Vaughan became advertising manager of Brooks Bros. in 1915. He retired after he had suffered a heart attack in 1948.

Born in Brooklyn, he was graduated from Princeton University and joined the advertising department of D. Appleton & Co., New York book publisher. Later, for two years before he joined Brooks Bros., Mr. Vaughan operated his own publishing business and operated a bookstore in New York.

He was a trustee and shareholder of the New York Society Library, oldest public library in New York, and he had been a member of the Coffee House Club since 1918. He was formerly active in golf and tennis and was a founding member of the American Badminton Assn.

DEAN G. COYLE

NORWALK, CONN., Oct. 6—Dean Gortner Coyle, 53, a vp and art director of D'Arcy Advertising Co., New York, died Oct. 2 of cancer at Norwalk Hospital. He lived at Weston, Conn.

Born in Akron, Mr. Coyle grew up in Cleveland and was graduated from the Cleveland Art School. He worked as a free lance artist there for ten years before joining Kenyon & Eckhardt, in New York. Later he became an art director with Young & Rubicam for three years before joining D'Arcy in 1945 as an art director. He was elected a vp of the agency in 1956.

Mr. Coyle won numerous awards, notably four this year from the Photoengravers Board of Trade of New York—two for ads he did for the aluminum division of Olin Mathieson Chemical Corp. and two for ads for the corporate division of General Dynamics Corp. He also received an award last year from the American Institute of Graphic Arts for an advertisement he did in 1957 for Olin Mathieson aluminum.

He was a member of the Art Directors Club of New York, the National Society of Art Directors, Westport Artists, and the Sports Car Club of America.

MILTON CONHAIM

NEW YORK, Oct. 6—Milton B. Conhaim, 65, president of Retail Reporting Bureau and publisher of "Retail Advertising Weekly," a newspaper advertising service, died Sept. 29 at Beth Israel Hospital as the result of a stroke.

Born in St. Paul, Minn., Mr. Conhaim started his career as an assistant copywriter with Lord & Thomas, in Chicago. Later he became assistant advertising manager of Henry C. Lytton & Co., Chicago men's clothing store.

From 1918 to 1936 he was vp and general manager of Myer-Both Co., Chicago, where he originated the general newspaper advertising service for newspapers. In 1937 Mr. Conhaim founded and became president of Retail Reporting Bureau, New York, an organization providing advertising and display services to retailers, which included "Retail Advertising Week."

In 1946, in association with Harold Stamps and Lawrence Whitehead, Mr. Conhaim founded the Stamps-Conhaim General Newspaper Advertising Service. Subsequently, this became Milton B. Conhaim Inc., holding company for Retail Reporting Bureau and "Retail Advertising Week."

Zifchak to New York Subways

William B. Zifchak has joined New York Subways Advertising Co., New York, as a senior sales representative. Mr. Zifchak was formerly director of outdoor and transportation media at Lennen & Newell.

Put More Zit in Your Zingo
ORIGINAL GIMMICKS
Novel gimmicks spark campaigns, make friends, do big promotional jobs—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1c to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.

What's Britain like as a market?

The British don't take salesmen to their hearts

A Survey has shown that 94% of women and 67% of men at three British universities thought that socially speaking being a salesman was a Bad Thing. In a similar Survey in the United States, only 23% of students felt like that.

The fact is, the British kid themselves that they are never 'sold' anything–they just happen to decide to buy it.

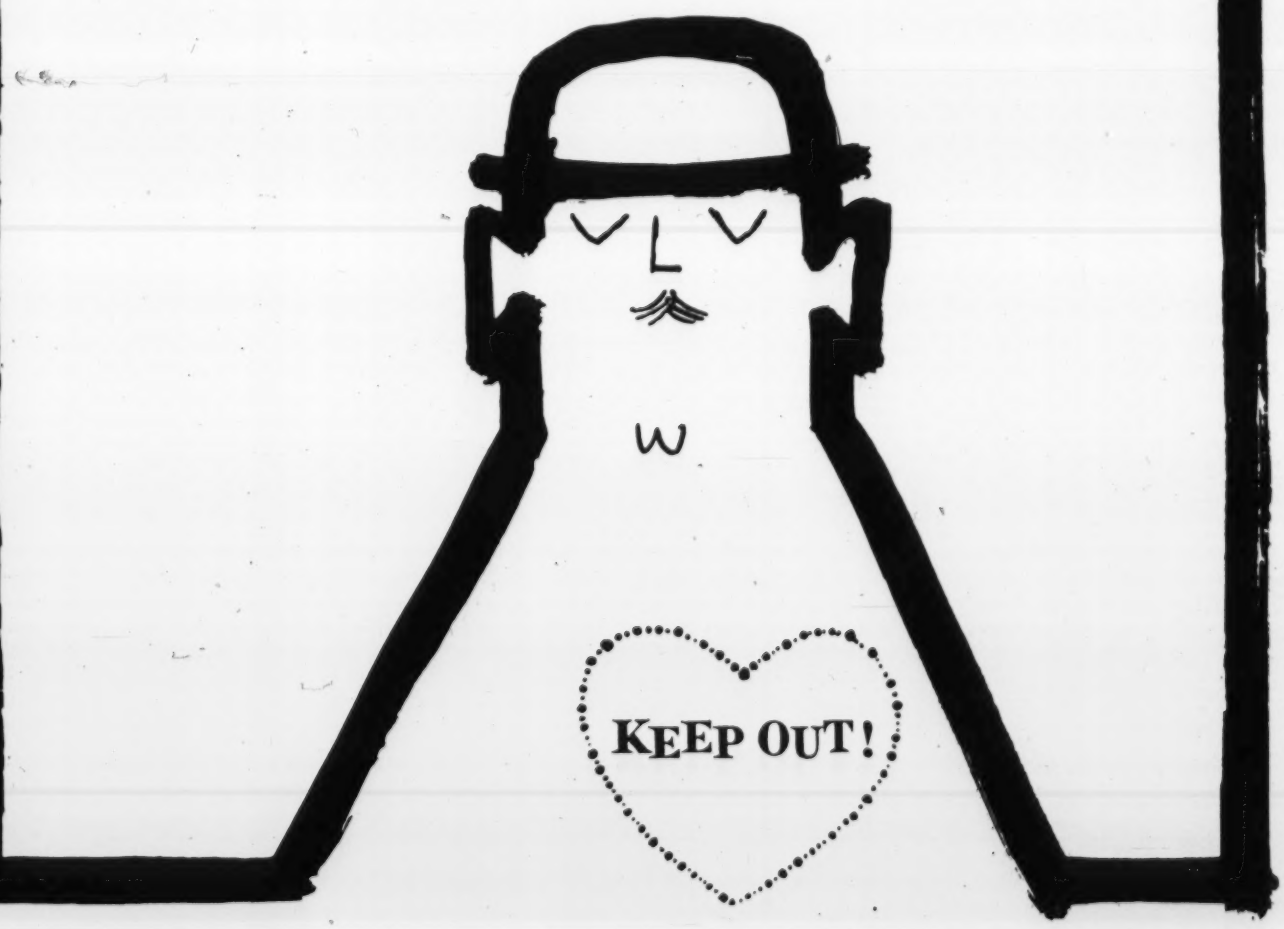
That is one of the reasons why successful British advertising is different from successful American advertising. In Britain it pays to be persuasive rather than dogmatic–to use more verbs and fewer adjectives–to add a lightness of touch even to the worthiest of products.

Doing this kind of advertising comes naturally to a native British advertising agency like the London Press Exchange–one of the two largest agencies outside the U.S.A., and one of the very few with American ideas of what agency service should mean.

We would like a chance to tell you more of ourselves–in London, or in the U.S. if you are really interested. May we start by sending you a booklet we have just published?

LPE
Advertising & Marketing

The London Press Exchange Limited, 110 St. Martin's Lane, London WC2, England



BE SURE YOU'VE COMPLETED THE PICTURE IN MEMPHIS!

by
Bert Ferguson
Exec. Vice-President,
WDIA

Ever try to fit together the pieces of a tricky jigsaw puzzle—only to find there's a piece missing? Think of the Memphis Market as a jigsaw puzzle . . . and just think what would be lacking in sales if you were missing 40% of this big market!

That's just what's happening to you in Memphis—if you're not on WDIA! Because here in America's 10th largest wholesale market, Negroes make up over 40% of the population! And . . . only WDIA sells the Negro buyer!

That's why—no matter what your advertising budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar *must* go to WDIA! Otherwise, you're missing 40% of the market—40% of your potential sales!

WDIA Is An Advertising Force!

How can WDIA command such sales responsive listenership? There are many reasons! WDIA-Memphis was the first radio station in the country to program exclusively to Negroes. *WDIA is America's only 50,000 watt Negro Radio Station*—only 50,000 watt station in the Memphis area! And above all . . . WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

WDIA's all-Negro entertainment staff commands the Memphis Negro's loyal listenership—through a unique triple-threat combination of powerful personal appeal, hard-hitting salesmanship and exclusive Negro programming. What's more, WDIA has become an integral part of its listeners' daily lives, by active service and civic leadership.

Big Market—Big Buying Income!

And WDIA's powerful salesmanship adds up to big sales for *you!* WDIA reaches 1,528,364 Negroes. The biggest market of its kind in the entire country! They have added up earnings of $1,018,000.00 per year. And they spend an average of 80% of this big income on consumer goods!

What's more, when the Memphis Negro buys, he buys in quantity! Check the list of food and drug commodity sales . . . you'll find impressive percentages all down the line! Negroes buy 38% of all the fruit juices sold in Memphis . . . 44.4% of the mayonnaise . . . 51.5% of the toilet soap . . . 54.2% of the shortening . . . 47.8% of the sugar . . . 42% of the toothpaste.

This is a market you can't afford to miss. And these are sales you can make only with WDIA! Negro newspaper and magazine readership is low in Memphis. Television ownership is low. And you don't reach the Memphis Negro with any other radio station because—as we've already established—he listens first and foremost to WDIA!

No wonder WDIA consistently carries more national advertisers than any other radio station in Memphis! To name just a few:

NABISCO . . . WONDER BREAD . . . PROCTER & GAMBLE . . . BORDEN INSTANT COFFEE . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

It's true—you can't sell the Memphis market without WDIA! We'd like to show you how WDIA can complete *your* selling picture! Why not write us today for facts and figures!

Top Rated by All Audience Surveys for Ten Years!

WDIA is REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President
ARCHIE S. GRINALDS, JR.,
Sales Manager

Holland House Sales Expand via Small-Space Ads

More Dailies Added to Schedule as Sales Rise; Magazines Also Used

NEW YORK, Oct. 6—In 1951, Holland House Sales Co. sold 960,000 bottles of its cocktail mixes; this year sales of more than 3,000,000 bottles are expected. This will be 20% more than last year's sales total—more than 2,500,000 bottles—which in turn was 40% more than 1957's total.

The consumer advertising behind these impressive sales increases has consisted of a persistent campaign of small-space newspaper ads running on a weekly and bi-weekly basis in an ever-growing number of newspapers across the country.

This has been the media strategy of the company ever since it began advertising about 20 years ago. As sales went up, ad expenditures were increased by adding more newspapers.

Early this year the company augmented its newspaper push with insertions in five magazines. Since the first of the year it has been running small-space ads in *Esquire, House & Garden, New York Times Magazine, Sports Illustrated* and *The New Yorker.*

■ The total budget this year will run around $250,000, compared with $75,000 in 1950. Besides the above magazines, ads are now running in about 80 newspapers in 24 states. Eight trade journals are also used: *Food Trade News, Fruit by Telegraph, Liquor Store, National Food Distributors Journal, Post Exchange, Progressive Grocer, Quartermaster Review* and *Telefood Magazine.*

So far this year, about 25% of the advertising has been pushing the company's newest mix, the gimlet mix, which has been on the market about seven months. The remaining ad dollars promote the other Holland House mixes; the manhattan, martini, whisky sour, daiquiri, old fashioned, side car, Tom Collins, bronx and quinine tonic, as well as its grenadine syrup.

The main emphasis goes on the first five; the two leading sellers are the manhattan and whisky sour mixes. These mixes contain all the ingredients except the liquor.

■ Holland House's success, according to president David Sheinker, stems from three factors: (1) The growth of suburbia has resulted in more social and at-home drinking, (2) the average American home isn't equipped with the many ingredients required to make the variety of cocktails popular today, and (3) women often prefer cocktails to straight drinks, but are frequently timorous about making them from scratch.

The company was founded 71 years ago as a flavor extracting company. It expanded into the cocktail mix business after repeal. Since then the company has developed a sideline—selling jiggers. A graduated measuring jigger is offered in the recipe booklet attached to every bottle, and a sprightly demand for the jiggers keeps pace with Holland House sales.

At first the price was 10¢ apiece, and "we made a little on them," Mr. Sheinker recalls. Then prices went up, and the jiggers became self-liquidating; then they began to cost the company money. So now the price has been raised to 15¢.

During the three winter months, when the company does 40% of its business, the company receives from 4,000 to 6,500 orders per month for the jiggers. In 1958, it sent out a total of 40,877 jiggers.

Erwin Wasey, Ruthrauff & Ryan is the agency. #

Enjoy delicious
GIMLET
cocktails-at home

MAKE THEM THE QUICK, EASY WAY WITH
THE ORIGINAL GIMLET MIX

Just add your favorite brand of Gin or Vodka to Holland House Gimlet Mix and you'll serve perfect Gimlets every time.

Other popular Holland House Cocktail Mixes: Manhattan, Martini, Daiquiri, Tom Collins, Whiskey Sour, Old Fashioned, Bronx, Side Car and Quinine Tonic.

HOLLAND HOUSE GIMLET MIX
Contains Pure West Indies Lime Juice
Full pint—enough for 32 cocktails. 89c
At Food, Drug & Dept. Stores

Write for free cocktail and canape recipes!
Holland House Sales Co., Woodside 77, N. Y.

Pick Up a Cool Billion Dollars In Fort Wayne*

***15-County Golden Zone Market**

607,300 people with over a billion dollars to spend are waiting in Indiana's 15-county Golden Zone to buy your products.

The easiest, least expensive way to completely cover the Golden Zone is through The News-Sentinel and The Journal-Gazette.

C. S. I.	$1,121,883,000
Gross Farm Income	$ 270,350,000
Retail Sales	$ 695,377,000
Food Sales	$ 139,941,000
Auto Sales	$ 147,226,000

FORT WAYNE NEWSPAPERS, INC., Agent

FORT WAYNE
INDIANA'S GOLDEN ZONE

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

First in the SOUTH

Jackson, Mississippi has consistently held the top spot among Southern cities in Sales Management's list of "Best Markets". (It's in 4th place nationwide, too.) Check your own economic indicators and you'll find Jackson high on every list . . . So . . . if you want business where business is being done—place your sales message in Mississippi's two top newspapers. Reach the most homes at the lowest milline rate.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

Most Hancock Varga Story Jung Deutsch

CHAMPS—*David Deutsch, McCann-Erickson, won first prize ($1,000) in the American Assn. of Newspaper Representatives' creative contest for r.o.p. ads. Ed Jung, N. W. Ayer & Son, won second prize ($500). Honorable mention went to Bernard Most and Wade Hancock, both McCann-Erickson, and Arnold Varga, Ketchum, MacLeod & Grove (two mentions). Howard Story Jr., Story, Brooks & Finley, headed the awards committee. The awards were made at the newspaper advertising seminar in New York.*

Don Murray Moves to Kudner

Donald Murray Jr., formerly with Lambert & Feasley, has joined the Kudner Agency, New York, as an account executive on Goodyear Tire.

WHICH IS BIGGER

500,000 or 1/2 a million ?

That's a moot question . . . one that most people would want to decide for themselves. The fact is the Long Beach City Zone now has a population larger than either (508,369).

The Independent, Press-Telegram reaches 7 out of 10 homes in this fast growing market . . . no other daily reaches even 1 out of 10.

LONG BEACH, CALIFORNIA

Independent Press-Telegram

morning Sunday evening

Represented nationally by RIDDER-JOHNS, INC.

Insta-Pep Shipment Seized; Government Charges Mislabeling

WASHINGTON, Oct. 6—In seizing Insta-Pep, a vitamin-mineral supplement shipped by Drug Research Corp., New York, the Food & Drug Administration charged last week that the "pep" ingredient in the product is caffeine.

The seizure was made at the Katz Drug Co., North Kansas City, Mo., the previous weekend, and was described by federal officials as part of a continuing law enforcement campaign against nutritional quackery in the vitamin and food supplement field.

The basic charge against the product is mislabeling, including labeling of the carton, display carton, bottle label and an accompanying newspaper tearsheet.

■ Among the statements singled out for government attack were the following: That the drug was the first new development in the vitamin field in more than 20 years; that it fights fatigue in 20 minutes; that it "stops 'vitamin letdown' even if tense, worried or working under pressure"; that it contained a "new, remarkable, amazing anti-fatigue factor"; and that the drug contained sufficient quantities of all of the essential vitamins and minerals "so that one tablet per day is an adequate cure and treatment for all vitamin and mineral deficiencies."

The government noted that claims were made that the drug was superior to all other vitamin-mineral preparations because it contained "Dynamol." The Food & Drug Administration said Dynamol is really caffeine, but there is no notice on the label that each tablet of Insta-Pep contains the caffeine equivalent of two cups of coffee.

"Relief of fatigue, if any," said the government, "in 20 minutes is due to the action of the caffeine and not to the vitamin-mineral content."

The labeling was also said to be misleading because it failed to reveal that it does not contain two essential vitamins, A and D, and that it contains nutritionally insignificant amounts of essential minerals, calcium and phosphorous.

The seizure involved 21 cases containing 432 bottles with 50 tablets each and 648 bottles with 25 tablets each. #

EWRR Promotes Morgan

Edwin T. Morgan has been promoted to assistant director of radio and tv for the Pacific Coast area, Erwin Wasey, Ruthrauff & Ryan. Mr. Morgan, a three-year veteran with EWRR, was formerly production manager of the Los Angeles office's radio-tv department.

No other paper sells Boston like The Globe

Only The Globe delivers you a fresh batch of Boston readers *twice a day*. Because morning and evening editions are almost the same, you get almost no duplicated circulation. More of *everybody* reads The Globe. More men. More women. More young people. More intowners. More suburbanites. More readers in each income group. Make a note to learn *all* the Global truths—from Sindlinger to Media Records to full ROP color. The Globe can do worlds for you in Boston.

The Boston Globe puts the world at your fingertips

Morning Evening Sunday

watch* the women go BUY*

WATCH THE WOMEN GO BUY

*Day in, day out, Portland grocers watch the women go buy. And they know the buying is biggest when they advertise in the one newspaper that's big as all Oregon, The Oregonian. That's why *The Oregonian leads* in retail grocery advertising. You *tell* the most and *sell* the most in The Oregonian, Oregon's BIG newspaper.

**How big is the Oregon grocery market? A half-billion dollars annually. That's double the Boston market, and triples Cincinnati.*

The Oregonian
Portland, Oregon

Leads in retail advertising—by Far!

Largest circulation in the Northwest
242,035 Daily • 306,014 Sunday

Represented Nationally by Maloney, Regan & Schmitt

Sources:
S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

Fisher Freed
Baker Valenstein Bond Gray Braucher

AD MEN ON TV—*Advertising men went before the tv cameras when CBS-TV presented a special half-hour program saluting the Advertising Council. Fred Freed and Craig Fisher, CBS producers, are shown instructing the "cast," which included Lawrence Valenstein, board chairman, Grey Advertising Agency; William R. Baker Jr., board chairman, Benton & Bowles; Nelson Bond, president, publications division, McGraw-Hill; Robert Gray, manager of advertising and sales promotion, Esso Standard Oil Co., and Frank Braucher, consultant, Magazine Publishers Assn.*

Lowery Joins Keyes, Martin

Gerald M. Lowery has joined Keyes, Martin & Co., Springfield, N.J., as technical copywriter and client contact. Mr. Lowery was formerly with Fuller & Smith & Ross, Pittsburgh.

Scholtz Named Treasurer

Marie K. Scholtz has been named treasurer of Evans McClure & Associates, San Francisco. Miss Scholtz, who joined the agency in 1949, will continue as general manager.

Heyman Joins Lando

William D. Heyman has joined Lando Advertising Agency, Pittsburgh, as account manager. Mr. Heyman was formerly an account executive with Ketchum, MacLeod & Grove.

The $3 BILLION GOLDEN CIRCLE

ALBANY
SCHENECTADY
TROY

abc

CHANNEL 13 WAST ALBANY, N. Y.

This new station is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Exclusive ABC for most of its coverage.
Investigate . . . write, wire or phone today.

Represented by H-R TELEVISION, Inc.

CBS Doffs Hat to Ad Council; Show Documents Drive

NEW YORK, Oct. 6—Televiewers got a chance to see the inner workings of the Advertising Council, when CBS-TV paid tribute to the industrywide organization in a special half-hour program Sept. 27.

The show, "The Sword & the Quill," told the story of the council by highlighting its "Better Schools" campaign, one of its most successful promotions. The campaign was followed from its inception in 1947 at a meeting of advertising, broadcasting, business and educational executives under the sponsorship of the U.S. office of education, to its present day activities involving all advertising media.

■ At the initial meeting, Frank Stanton, president of CBS, pledged radio's support of the promotion. William R. Baker Jr., chairman of the board of Benton & Bowles, volunteered the services of his agency for the school program.

Subsequent scenes of the CBS presentation showed viewers how the radio spots were written, the posters decided upon and the print ads designed in agency sessions. One scene showed the recent recording of a tv spot, which was said to cost $55,000 in talent and production.

Walter Cronkite narrated the program. Some of the other top advertising, broadcasting and publishing personalities who participated in the show included Robert Kintner, president of NBC; Lee H. Bristol, board chairman of Bristol-Myers; Lawrence Valenstein, board chairman of Grey Advertising Agency; Nelson Bond, president of the publications division of McGraw-Hill; Roy Larsen, president of Time Inc.; Robert Gray, manager, advertising and sales promotion, Esso, and Frank Braucher, consultant, Magazine Publishers Assn. #

Injunction Granted to 'Consumer Reports'

Consumer Reports, Mount Vernon, N. Y., has been granted a temporary injunction against the use of its name in advertising by Lectra Sales Corp., New York. Among the co-defendants are the publishers of *Esquire*, *Financial World*, *For Men Only* and the *Veterans of Foreign Wars Magazine*, all of which carried the ad in question. The ad included a performance rating chart for spark plugs and the Lectra Fuel Igniter, a spark plug substitute, and stated that the chart had been prepared from "research by one of the nation's leading consumer surveys" and was "compiled from consumer reports and field tests." The Consumers Union magazine has never tested the product nor reported on it.

A permanent injunction against the use of the magazine's name and $100,000 damages is sought.

Huff Appointed VP

Jerry Huff has been named a vp of Botsford, Constantine & Gardner, San Francisco. Mr. Huff, formerly art director, has been with the agency for the past two years.

Maddern Joins Shelby Spring

Edward Maddern has joined Shelby Spring Hinge Co., Shelby, O., as general sales manager. Mr. Maddern formerly was general manager of the Canadian Retail Hardware Assn.

Blosl Joins Botsford

Thomas L. Blosl, formerly promotion director of KIRO-TV, Seattle, has been named radio-tv director of Botsford, Constantine & Gardner, Seattle.

Canada Billings in '58 Rose 5% to $237,654,038

Dominion Bureau of Statistics Finds Agency Revenues Were Up 6.5%

TORONTO, Oct. 6—Canadian advertising agency billings reached $237,654,038 in 1958—a 5.1% increase over the 1957 figure, $226,083,949—according to the Dominion Bureau of Statistics.

The report covers the operations of 123 agencies with 209 offices.

Gross revenue on total billings amounted to $38,073,427, an increase of 6.5% over the 1957 total of $35,757,762.

Of the total billings, the report says, $233,789,205 went to media on a commission or fee basis, leaving $3,864,833 to represent billings for market surveys and other research and fees.

■ Gross revenue on total billings represented 16% of total billings, as against 15.8% in the previous year.

Net revenue before deductions for income tax rose 4.5% to $2,710,542 and represented 7.1% of total gross revenue compared with 7.3% in 1957.

The report says that of the 123 firms reporting, 30 showed losses for the year. Losses averaged $12,668 per agency, as compared with an average loss of $17,541 for 31 agencies in the red in 1957.

For the 93 agencies showing profits, the average was $33,232 and total billings were $197,086,259, as compared with average net profit of $38,268 and total billings of $200,225,765 reported by 82 agencies in the black in 1957.

Distribution of commissionable billings by media follows (1957 percentages in brackets):

■ Publications 49.3% (51.6%); television 20.5% (18.3%); other visual 4.7% (4.4%); radio 10.5% (10%); production, artwork, printing, etc., 14.4% (15.1%); other 0.6% (0.6%).

The report points out that "the trend toward a greater proportion of advertising via television continued in 1958."

Advertising agencies provided employment for 4,197 persons in 1958—more than half (2,276) of whom were male. The agencies paid $23,826,156 in salaries, wages, commissions and bonuses, the bureau reported.

This amount was 5.5% higher than the $22,591,043 paid to 4,042 employes in 1957 and represented a slightly smaller percentage (62.6% *vs.* 63.2%) of gross revenue than the previous year. #

TABLE 4. Advertising Agencies Classified According to Amount of Total Billings for Selected Years

Year	Amount of billings													
	Less than $100,000		$100,000 to $499,999		$500,000 to $999,999		$1,000,000[1] to $2,499,999		$2,500,000[2] to $4,999,999		$5,000,000 and over		All sizes total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		$		$		$		$		$		$		$
1941	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	[3]	[3]	[3]	[3]	49	29,224,400
1946	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	[4]	[4]	57	52,169,461
1948	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	[4]	[4]	75	73,762,213
1951	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585
1953	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308
1954	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289
1955	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522
1957	13	539,063	43	11,248,208	17	12,506,244	21	32,891,550	4	14,140,558	15	154,758,326	113	226,083,949
1958	25	1,467,197	35	8,948,884	19	13,498,707	23	31,232,807	7	23,355,411	14	159,151,032	123	237,654,038

[1] 1941 includes firms with billings of $1,000,000 and over.
[2] 1946 and 1948 include firms with billings of $2,500,000 and over.
[3] Included with $1,000,000 to $2,499,999.
[4] Included with $2,500,000 to $4,999,999.

New Market Research Firm Launched in South Africa

Market Research Africa (Proprietary) Ltd., a new South African research company, has been organized in Johannesburg by the London Press Exchange, leading British advertising agency. LPE already operates an agency in South Africa, Intam South Africa. Waldo Langschmidt, formerly research director and a member of the board of Grant Advertising in South Africa, has moved to Market Research Africa as managing director. The new company will become part of the worldwide network maintained by International Research Associates, New York.

Dorann Names Graibus VP

Bruno P. Graibus has been named vp of Dorann Foods Inc., Rye, N. Y., frozen food processor. He has been with the company since 1956.

Irish Air Names Kennedy

Thomas P. Kennedy, formerly sales promotion coordinator of Irish Air Lines, has been appointed public relations manager.

What Is Needed to

JUDGE

Contests Correctly?

Only through experience can personnel be developed into expert judges and administrators in the contest field. Over the years, advertisers have entrusted contests, involving endless details, to our management and judging methods. There is no obligation in consulting our Contest Division.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

Unveiling a new model in 5000 places at once!

How a car maker used air freight profitably

One of the "Big Three" car makers was introducing a new model. Car refinements held up printing of promotional material which then had to be simultaneously released to 5000 dealers all over the country. So Emery's CAPS (Consolidated Air Parcel Service) was given the job.

This service flies packages to key post offices anywhere in the United States, for low cost parcel post delivery. Check of post office receipts showed that Emery's CAPS delivered 96% of the shipments in less than 48 hours after leaving the printer.

The saving: *$15,959 less than any other air express service could do it.*

Emery's CAPS can do the same job for you, no matter how big or small it may be. Fast, dependable Emery service delivers to any place in the nation in hours . . . gives you 12 to 24 hours faster arrival overseas. Call or write today for facts about how Emery's services can be tailored to your requirements, and save you money.

EMERY AIR FREIGHT CORPORATION
801 Second Avenue, New York 17, N.Y. • National and International Blue Ribbon Service.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

While the Russian good-humor man was here, we gave considerable thought to the idea of approaching him on the use of Burgoyne Store Audits in the Soviet Union. After all, what could be simpler! With just one big store chain and one big manufacturer—our problems would be nil. A single point, however, stopped us. Modestly speaking, our success is based on a highly accurate system of delivering facts—*and facts, brother, is a dirty word in that part of the planet.*

• • •

If you're holding your breath waiting for Burgoyne's sixth annual Survey of Super Market Shoppers, exhale—the book will be ready for distribution on October 19th.

SURVEY OF
Super Market Shoppers their Buying Habits and Attitudes

Prepared by
BEN L. SCHAPKER
Merchandising Director
BURGOYNE GROCERY & DRUG INDEX, INC.
CINCINNATI • CHICAGO • PHILADELPHIA
1959

Designed to get at the real facts of Mrs. Shopper's buying habits and attitudes, this Survey was prepared by our Merchandising Director, Ben L. Schapker, based on 1,850 interviews made in five established test cities. It gives straight answers to a variety of questions, such as—"Which super markets do you shop and at which ones do you buy most of your food . . . what don't you like about super markets and how can they be improved . . . whose food store advertising do you remember . . . which super markets do you think have the lowest prices and which have the best quality." And these are just a few of the questions covered. We mention them merely to give you an idea of the value of this study.

• • •

Although we make this survey as a special service to super market operators, it has obvious usefulness for manufacturers and their agencies, as evidenced by the tremendous number of requests we get each year from advertisers and agency people. If you would like a copy of this Sixth Annual Survey of Super Market Shoppers, just staple a dollar to your letterhead and mail it to the address below. We'll send the Survey postpaid.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Along the Media Path

The October issue of **Mobile Homes** carried a new name, *Mobile Homes & Travel Trailer Dealers*, a new cover and introduced a new monthly feature section.

• **Refrigeration & Air Conditioning Business** will offer advertisers its new Climazone Coverage plan effective with the November issue. Under the plan, advertisers will have the option of delivering an advertising message tailored to fit either one or both of two major climate zones.

• **Redbook** ran a 12-page, two-color insert in the Sept. 27 issue of *Standard Rate & Data Service*, consumer magazine issue. The insert, entitled "The Young Adult Market . . . a Media Man's Guide to a Business Man's Opportunity," provided a statistical definition of the young adult market with 27 charts and comparative media listings.

• The **Chicago Tribune** published a 14-page supplement on "Continental is the word in fall fashions for men" in its Oct. 5 edition.

• **Philco of Canada** ran a three-page, four-color gatefold illustrating its 1960 television and hi-fi lines in the Sept. 26 issue of *Maclean's*.

• **Greater Philadelphia Magazine** will celebrate its 50th anniversary with a 322-page, two-pound anniversary edition studying the city's past, present and future, on Oct. 14. The entire first issue of the magazine will be reprinted in the special edition. Included in the celebration plans is a dinner saluting the city's oldest companies and the 50 Philadelphians who have made the greatest impact on the city in recent decades.

• **KETV**, Omaha, is offering homemakers living in the outlying counties of the Omaha market area free recipe booklets on the preparation of food snacks. The booklet was published by the Frito Co., Dallas, and gives hints for preparing snacks with Fritos. The station explained they are limiting the offer to residents of outlying districts because so many offers favor metropolitan audiences.

• **WCAU**, Philadelphia, and Lincoln and Andalusia drive-ins in Philadelphia joined forces for a three-way tie-in to promote "WCAU radio nights" at the two theaters through radio spot announcements, theater ads and special film trailers. Some 20,000 bumper stickers entitling possessors to free admission, ice cream and sodas on the "radio nights" were distributed through the two theaters.

• **KOA-TV** and KOA radio, Denver, will officially open the new KOA building at 1044 Lincoln St., with a special radio and television broadcast Oct. 10. The Denver Symphony Concert Orchestra will be featured on the broadcast, as it was 25 years ago, when KOA dedicated its previous home, the NBC building in Denver.

• **KAFE**, Oakland-San Francisco, began operating 24 hours-a-day Oct. 4, making it the first regular scheduled 24-hour commercial fm operation in the Bay area.

• **WABC-TV**, New York, kicked off its fall season with a special remote show, "The Most Enjoyable Sight in Town," which previewed the fall lineup of network and local shows, broadcast from Duffy's Square, 46th St. and Seventh Ave.

Department of New Laurels

Cosmopolitan reports a 50% increase in display advertising for 1959 over 1958.

HORN-BLOWING PARTY—*Ralph W. Hench Jr., vp and ad director of Holiday (right), presents Bruce McEwen, of Young & Rubicam, with a 3' herald horn during a party sponsored by Holiday to celebrate its all New York issue, which broke ad linage and revenue records for any October issue in the magazine's history.*

Family Circle shows an increase of 47 advertising pages for the first nine months of 1959 over the comparable 1958 period.

Successful Farming reports a 9.1% increase in advertising linage for the first 10 months of 1959 over the same period in 1958.

Esquire reports advertising pages increased 4% for the first nine months of 1959 over the comparable 1958 period.

Brymer, Welsh Join Zimmer

Robert Brymer has joined Zimmer-McClaskey, Louisville, as an account executive and Shepherd Welsh has joined the copy staff. Mr. Brymer was formerly director of marketing services at Borg-Warner International and Mr. Welsh was formerly copy chief at Hicks & Greist, New York.

Nabisco Elects Two

National Biscuit Co., New York, has elected Edward S. Moore Jr. chairman of the executive committee of the board of directors. Succeeding him as exec vp is Lee S. Bickmore, senior vp, who has also been elected to the board of directors.

Auto Imports to A&C

Auto Imports Inc., Los Angeles, distributor of the Swedish-built Volvo cars in 11 western states, has appointed Anderson & Cairns, New York, to handle its advertising. Anderson & Cairns recently was named Volvo's national agency.

Ellis Names Shatkin VP

Joan Ellis Shatkin has been appointed vp in charge of public relations of Ellis Advertising Co., Buffalo, N.Y. She has been with the agency since 1948.

WNJR
negro radio for
metro new york

GREATEST COVERAGE
Where Income Counts Most...

NO. 9 OF A SERIES

TEXAS AND OKLAHOMA COUNTIES

217 COUNTIES WITH AVERAGE INCOME OVER $4,500 PER FARM account for 78% of all Farm Income in Texas and Oklahoma

NUMBER OF COUNTIES IN WHICH PUBLICATIONS HAVE OVER 75% COVERAGE OF FARMS...

217
180 THE FARMER-STOCKMAN
136 FARM & RANCH
126 PROGRESSIVE FARMER
29 FARM JOURNAL

Send for similar data on livestock, crops, farm equipment, poultry and irrigation

TEXAS AND OKLAHOMA comprise the second most important farm-income area in the nation!

THE FARMER-STOCKMAN gives the best possible farm coverage in Texas and Oklahoma.

★★★

The only farm publication edited separately for Texas . . . and edited separately for Oklahoma . . .

436,476 paid subscribers,

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

400 N. Michigan Avenue, Chicago 11, SUperior 7-6145
4321 N. Central Expressway, Dallas 5, LAkeside 1-3121
420 Lexington Avenue, New York 17, MUrray Hill 4-3340
500 N. Broadway, Oklahoma City 1, CEntral 2-3311

End Rep Activity by '62, FCC Orders Nets

(Continued from Page 1)
over station revenues that they cannot help but have "a tremendous influence over station operations."

■ Both NBC and CBS and affiliates they represent opposed the rule, reporting they like things the way they are.

Both networks complained the rule would deprive affiliates of freedom of choice. Both said their rep activities are small by comparison with independents like Blair, which represents as many as 51 stations.

Under an anti-trust consent decree announced early this month, NBC is precluded from entering into rep arrangements with additional stations unless it secures permission from the Justice Department. Currently NBC represents, in addition to its own stations, KOA-TV, Denver; KSD-TV, St. Louis; WCKT-TV, Miami; WAVE-TV, Louisville; WRGB-TV, Schenectady, and KONA-TV, Honolulu.

In addition to its five owned tv stations in Los Angeles, St. Louis, Chicago, Philadelphia and New York, CBS now handles spot sales for WTOP-TV, Washington; WBTV, Charlotte; WBTW, Florence S. C.; WJXT, Jacksonville; KSL-TV, Salt Lake City; KGUL-TV, Houston, and KOIN-TV, Portland Ore.

Early this year there were reports independents now represented by NBC and CBS might "spin off" their own rep organization if FCC adopted a "divorce" order.

■ Obviously these big market stations are valuable spot properties, but just how valuable the networks will not say. The Barrow committee in 1956 estimated that NBC and CBS, between them, placed one quarter of the total spot tv billings, but it suggested that the billings for the independent stations on their lists accounted for only about 8.3% of the total.

The testimony of Lewis Avery, head of Avery-Knodel, before the FCC last spring can serve as a guide as to what the loss of the outside rep business means to the networks in dollars and cents. Mr. Avery told the commission that the non-owned stations on the CBS list billed $11,300,000 in spot in 1956, while the non-owned stations handled by NBC billed $6,600,000 after agency commissions. Spot business zoomed from $281,200,000 in '56 to $345,200,000, including commissions, last year. The NBC and CBS listed stations undoubtedly have kept pace with the general industry growth.

■ This week's action by the commission represents the second big defeat for the networks since the release of the commission's staff study on the tv industry. Their first loss in the continuing struggle for power in the industry was in the so-called "must buy" regulation area. After this practice had been repeatedly challenged as an anti-trust violation, both NBC and CBS voluntarily switched to a minimum dollar buy system in hope of reducing the heat on the spot issue and the option time principle.

What will be the effect of the FCC's ban on networks representing non-owned stations? The situation is still very fluid, but these repercussions seemed most likely at press time—if the move is not blocked by court action:

1. There will be a mad scramble to pick up the valuable stations that will be in the market for new representatives on or before Dec. 31, 1961.

■ The reps left the impression that they weren't rushing out to woo the potential new customers. This was a typical reaction: "Hell, no, we haven't been calling them up today. They've got two years and more to make up their minds. There's nothing to be gained by bursting in on them."

But the stations told a different story. "Sure, I have already had people asking for my business," Charles Crutchfield, of WBTV, Charlotte, told Advertising Age. "I've heard from quite a few people in the past 24 hours."

2. There may be a new representative company in the field—this one owned by the stations which now are repped by CBS. These seven stations began holding preliminary meetings with this in mind when they saw the handwriting on the wall some time ago. John Hayes, of WTOP-TV, is said to be one of the prime movers in this project.

No firm conclusions have been reached yet; the stations have plenty of time to decide between their own new outfit or one of the current companies. They undoubtedly will be watching the new Westinghouse Broadcasting owned rep companies. If these newcomers do well in this hotly competitive field, it may give the station men courage to go ahead with their plans.

3. The networks eventually may be blocked out of the spot sales field in radio, too—either by FCC action, network decision or station defection.

■ The reps won their victory in tv. But ironically the battle started 12 years ago in radio. It flared up after Paul H. Raymer Co. lost WRVA, Richmond, to CBS. The reps were so concerned that for the first time they were able to forget their rivalries and band together in an association, which was then called the National Assn. of Radio Station Representatives. An anti-trust complaint was filed with the Justice Department and the FCC. These moves proved fruitless.

In the past the reps have been dogged by the fear of what the networks might do to stifle the "only effective competition for national tv business" if they once put their minds to it. They cite the high CBS commission charge—said to be 15%, against the industry average of about 10%—to argue that the world's biggest network must have used gently persuasive methods to get stations to pay it more than they would have to pay elsewhere for the same services. #

TV Nets Will Fight Ruling

The day after the ruling CBS indicated that it will go to court to fight for the right to continue to compete in the station rep arena. The announcement came from Merle S. Jones, president of the CBS-TV stations division, who said that CBS had decided to oppose the ruling, pending the examination of the actual FCC report and order, which had not then been released. Informed sources indicate that NBC too will challenge the ruling in court.

The networks are not only battling for the profits at stake here, they are also concerned lest this rule be used as a precedent to pry them out of other segments of the tv business.

Last Minute News Flashes

BBDO Gets Wesco's Gold Bond Paints in Canada

Montreal, Oct. 9—Wesco Waterpaints, a division of National Gypsum Co., has named Batten, Barton, Durstine & Osborn here to handle Canadian advertising of its Gold Bond paint products. The account has been with James Lovick & Co.

NAM Asks 'Lobbying' Ad Tax Hearings

Washington, Oct. 9—The National Assn. of Manufacturers has asked that the Internal Revenue Service hold public hearings on the proposed new tax regulation defining lobbying advertising. NAM general counsel Lambert Miller termed it "an improvement" over previous proposals but said further clarification of such key phrases as "lobbying purposes" might be possible (see story on Page 1).

Hershey Syrup Bows Sans Ads; Other Late News

• **Hershey Chocolate Corp.**, Hershey, Pa., has introduced a new product, Hershey's vitamin fortified chocolate flavored syrup, on a test basis in New York and Philadelphia. The syrup is packaged in a glass container. It's expected to move next into New England markets. There is no advertising and "nothing planned" at present.

• **NBC Radio**, New York, reportedly is mapping another major change in the network pattern of operation. The blueprint to be unveiled before the affiliates executive committee Oct. 15 is believed to call for: (1) Continuation of "Monitor," the news and the other $3,000,000 worth of sponsored shows on a compensation basis, and (2) the providing of additional fare of varied types on a program service fee basis.

• **Lever Bros.**, New York, has entered the frozen food field with the acquisition of Dinner Ready Corp., New York manufacturer of frozen meat specialties. The company will be operated as an autonomous unit under the name Dinner-Redy Corp., and existing marketing operations will be continued. The two major products are turkey slices in giblet gravy and ham slices in raisin sauce, both packed in aluminum foil bags. Harold J. Siesel Co., New York, is continuing as the agency.

• **The Morris Motors account** of British Motors Corp. has been resigned by the Montreal office of F. H. Hayhurst Co. The account has gone to the Toronto office of James Lovick Co. The account was resigned in line with a British Motors' worldwide policy of engaging separate agencies for Austin and Morris cars. The Toronto office of Hayhurst handles Canadian ads for Austins.

• **Lawrence C. Holmberg Co.**, a new advertising-marketing agency, has established permanent headquarters at 135 S. LaSalle St., Chicago. Mr. Holmberg established his new agency last summer after terminating a 16½-year relation with Compton Advertising Co. as manager of the Chicago office (AA, Aug. 3).

No Merger If We'd Known: Mogul; Lewin Asks Hearing Limited to Issues

New York, Oct. 9—The lid blew off today in the controversy between A. W. Lewin and Mogul Williams & Saylor when papers submitted by the agency in court charged that:

• "Mr. Lewin misrepresented the billings of his agency."

• Mr. Lewin misrepresented the control he exercised over his accounts. ("About $500,000 of accounts Mr. Lewin claimed he controlled were lost in the first three months after the merger of Mogul with LW&S because Mr. Lewin did not control the accounts he represented he controlled.")

• If it had had the facts, the Mogul agency would never have merged.

"Had Mogul Williams & Saylor known the true facts at the time of the merger negotiation, it would not have entered into the Oct. 29, 1958, agreement . . . Certainly Mogul Williams & Saylor would not have agreed to pay a cent for so-called 'good will,' nor would it have agreed to employ Mr. Lewin or to pay Mr. Lewin the salary and other benefits provided for in the contract."

■ These charges were brought to light because counsel for Mr. Lewin submitted a motion to "limit the scope" of Mr. Lewin's arbitration hearing "solely to issues and questions arising under the contract of employment."

The arbitrators granted a Lewin request Sept. 29 to suspend their hearings until Oct. 23 so that Mr. Lewin could petition the court on the grounds that the Mogul reply to the arbitrators with its charges of "fraud in the inducement" of the merger "required adjudication by the court."

The motion was adjourned until Oct. 19.

■ The 15-page reply filed by Mogul Williams & Saylor, in Mr. Lewin's court battle over breach of contract with his former agency, listed 21 charges. Among them:

• That the agency paid $120,000 for "good will" which did not exist, of which Mr. Lewin's share was "approximately $45,000."

• Mr. Lewin did not work on "duties assigned to him," and "didn't service or supervise accounts."

• "Lewin solicited Emerson, 21 Brands and Flagstaff in violation of instructions and orders. By soliciting 21 Brands he endangered the agency's position with Park & Tilford, one of its large and valued clients."

• From January through March, this year, he saw no clients "except Patek, Krementz once or twice, and Driver-Harris once or twice."

• "He solicited key executives to leave the merged agency with him and to set up a competing agency and to take accounts, personnel, etc."

■ To the Lewin allegation that he has good relationships with his partners, top executives and agency staff, the Mogul statement replied that he "in fact had bad relationships with many of his partners, top executives and staff of LW&S. They felt he was unproductive, arbitrary and dictatorial and was even silly and ridiculous in some of his activities; that he had become somewhat eccentric and increasingly difficult to live with in the organization.

"That he thought and acted as though his mere presence constituted a contribution to the agency and justified his salary and expense account which they considered inordinately high and excessive." #

Hiram Walker Sets $5,000,000 Holiday Drive

(Continued from Page 2)
The program embraces the whole Walker line. Three agencies have produced the advertising that the company counts on to sell its 51 gift packages. Only one decanter will be used, namely, for Walker's DeLuxe bourbon whisky. The agencies are C. J. LaRoche & Co., for Canadian Club and Hiram Walker cordials; Foote, Cone & Belding for Imperial and Walker's DeLuxe, and Maxon Inc. for Ten High whisky.

Ross Corbit, Hiram Walker president, said that industry sales of gift liquor this year should be close to $500,000,000 in retail sales. He estimated that the liquor industry will spend about $35,000,000 over-all for holiday promotion.

■ Mr. Corbit also predicted that 1960 will usher in a prosperous decade for the liquor industry. He said that Hiram Walker is currently engaged in expansion of its production and maturing facilities aimed at capitalizing on expected increases in liquor volume during the 1960s. As part of this program, he said, a complete re-styling of regular packages is under way. All Hiram Walker brands are to be switched to flasks. "Nice to look at and easy to handle and open." Many of these new packages will also be available in pints and half-pints.

■ Next February, Hiram Walker will use a woman in its advertising for the first time. The woman is Mary Hurn, who chucked her job at Burton Browne Advertising, Chicago, four years ago. Since then she has developed a business for clients who want to go tiger hunting in India and is now booking her fifth safari into the foothills of the Himalayas.

The Canadian Club ad to break in February in magazines will tell the story of a hunt that came close to being a victory for the tiger.

C. J. LaRoche & Co. will handle this campaign.

"We did not schedule an ad with a woman in it merely because it was possible to do so," Mr. O'Brien said. "Miss Hurn's occupation and experience is exactly the kind of things we look for in Canadian Club adventure ads and we hope to encourage other women to submit similar, or, at least, otherwise usable stories." #

James Miller Resigns as Ford of Canada Ad Head

James C. Miller has resigned as director of advertising of Ford Motor Co. of Canada Ltd., Toronto. Mr. Miller told Advertising Age, "It was strictly a matter of policy. We differed on a number of issues and I elected to withdraw, much to my regret."

James C. Miller

Ford said it was too early to say who will succeed Mr. Miller. This is the latest in a number of top executive resignations at Ford of Canada, following the acquisition of Ford Canada stock by Ford, Detroit.

Mangan Joins JWT

John C. Mangan, formerly a copywriter at Grant Advertising, has joined J. Walter Thompson Co., New York, as a copywriter.

Brewer Group Drops Ads; Sets Nutrition Study

(Continued from Page 1)

change its agency. There have been continuing reports in the beer field that some brewer members of USBF are unhappy with the fact that JWT is the foundation's agency and also the agency for Jos. Schlitz Brewing Co.

■ Following is the full statement issued by USBF through its chief counsel, Clinton M. Hester:

"Mr. Dwight E. Avis, director of the ATTD, has informed U. S. Brewers Foundation Washington counsel, Clinton M. Hester, that in the opinion of his attorneys the foundation's current 'good for you' advertising program is misleading in that it makes curative and therapeutic claims (i.e., claims that beer will cure illness and disease). Mr. Avis has requested the foundation to terminate its current program.

"The foundation's board of directors agrees with Washington counsel that there is nothing whatsoever misleading about the foundation's advertising. However, the board decided at its meetings in Hot Springs, Va., on Sept. 29 and 30, to cancel the November advertisement, the seventh and final one of the foundation's 1959 program.

■ "To determine medical opinion on the issues raised by Mr. Avis' attorneys concerning this advertising, the foundation has retained a nationally recognized research organization to undertake a nationwide survey among members of the American medical profession. The federal courts have suggested that industry and government should cooperate in such surveys so that they may be given greater weight when used as evidence in court, and Mr. Avis has been requested to cooperate in this survey.

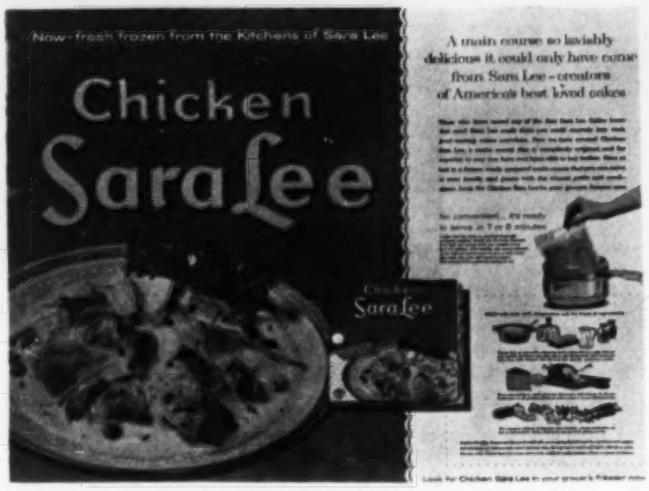
"The board further directed Washington counsel to seek, at the next session of Congress, an amendment of the Federal Alcohol Administration Act to confirm the original intent of Congress that the foundation and brewers shall be permitted to tell, in their advertising, the truth about beer."

Some eyebrows were raised in the ad field when USBF's first spread ran in the June 8 issue of *Life*. "Good for you" was the headline in big type. The "good for you" in context referred to the good work done by a female fisherman in the illustration, but one could easily get the impression that the "good for you" referred to beer.

■ Coincidentally, the Barley & Malt Institute in Chicago admitted that it had canceled the last two full page ads of a series of 13 ads scheduled to run this year in *Life*. The ads were scheduled to appear in the Nov. 2 and Nov. 30 issues of *Life*.

Cal Skinner, general manager of Barley & Malt Institute, denied a report that his association was asked to cancel its current ad campaign by U.S. Brewers Foundation. The current BMI campaign stresses the nutritional value of malt in various foods and beverages, with emphasis on beer and ale. "The goodness of malt" has been the principal theme of the promotion.

He said the two pages had been canceled because the BMI felt that the 1960 campaign prepared by its agency, Klau-Van Pietersom-Dunlap, will be a considerable improvement over the current push.


Now-fresh frozen from the Kitchens of Sara Lee
Chicken
Sara Lee
A main course so lavishly delicious it could only have come from Sara Lee—creators of America's best loved cakes

SARA LEE CHICKEN—*This four-color spread will break Oct. 27 in the Long Island Press, followed by similar color and b&w spreads, plus 1,680-line ads in more than 15 other New York area newspapers, promoting the first non-baked product of the Kitchens of Sara Lee. Cunningham & Walsh, Chicago, is the agency.*

Ft. Wayne Retail Store, TvB Test Use of Television

(Continued from Page 2)

for a pre-Christmas push this year. The campaign is expected to get under way late in October or early November and run through Dec. 31, 1960. A new store will be opened on March 1.

■ Based on TvB's recommendation, Patterson Fletcher will sponsor weekly a 15-minute news show and will run a varying schedule of spots each week. The announcements, which will include live, filmed and taped minutes and station identification breaks, will run from about eight to 25 per week. They will be geared to the store's special events and will feature men's and children's clothing. Tv-vs-newspapers tests will be made on some items.

Patterson Fletcher, a heavy newspaper advertiser, has used a light tv schedule in the past. At least part of its tv advertising has been obtained through what amounts to a barter arrangement with WANE-TV. Since Feb. 28 of this year, an outdoor Telesign has been in operation at the store's site. The station furnishes news, sports and weather reports for the sign, which are fed directly from the station. The clothing store paid for installation and carries the electricity charges. In return for use of the store's facilities, WANE-TV credits Patterson Fletcher with air time.

This air time amounts to less than half of the time which the store will use in its new campaign, according to an official of Corinthian Broadcasting Corp., which owns WANE-TV. He said the rest of the time will be paid for. #

Jersey Dailies Halt Feuding for 'Total Sell' Appliance Push

(Continued from Page 2)

that guy was doing his best to cut my throat. This year he's actually helping us to get some ads."

Another newspaper adman, nodding pleasantly at a competitor, allowed that he had been in the newspaper business for more than 25 years and had never seen anything like it. "This is remarkable," he said. "There was a time when these newspapers wouldn't even admit that each other existed."

These observations were substantially echoed by A. Wallace Zimmerman, general manager of the *Plainfield Courier-News* and president of the New Jersey Press Assn., who was leadoff speaker at the session.

Mr. Zimmerman, who punctuated his remarks by firing pistol shots and by flinging cigars, cigarets and chewing gum (all big advertisers in Jersey newspapers) at his audience, exhorted the assemblage to "make this campaign the hottest thing in northern New Jersey." He described the newspapers' newly discovered togetherness as a "phenomenon" in Jersey publishing history.

Newspapers represented at today's session were the *Morristown Morris County Record, Paterson Morning Call, Paterson Evening News, Passaic-Clifton Herald News, Hackensack Bergen Evening Record, Union City Hudson Dispatch, Jersey City Jersey Journal, Bayonne Times, Newark News, Newark Star-Ledger, Elizabeth Daily Journal, Perth Amboy Evening News, New Brunswick Home News, Plainfield Courier-News, Long Branch Record, Asbury Park Press* and *Red Bank Register*. #

Small Colleges Seek Funds via 'N.Y. Times' Section

(Continued from Page 2)

prints, with Sperry & Hutchinson alone ordering 90,000 which will be distributed to newspapers, women's clubs, radio-tv stations and others.

■ The ad outlines the resources of 64 colleges in all parts of the country which have banded together as the Council for the Advancement of Small Colleges Inc.

The colleges, which represent themselves as "America's untapped educational resource," range in age from four-year-old Chaminade College in Hawaii to 131-year-old McKendree College in Lebanon, Ill.

"One of the problems these small colleges have had in raising funds," Mr. Hill explains, "is that they are caught in a vicious circle. Without accreditation," he says, "it is very difficult to impress individuals and institutions which give funds. On the other hand, without funds, it is impossible to build up to the point where the college gets accreditation."

The supplement was prepared by J. M. Camp & Co., Chicago, with David L. Carlson, chief of the agency's New York office, serving as account executive. The idea for the supplement originated, Mr. Hill said, with Marijane Jackson of the educational section of the *New York Times* classified advertising department. #

Not Feasible to Prevent Recurrence of Quiz Scandal, House Probers Told

(Continued from Page 1)

ly unproductive results from their efforts to interest the Federal Communications Commission and the Federal Trade Commission in the problem.

FCC Chairman John Doerfer wrote the committee that FCC expects stations to exercise reasonable care against broadcast of matter that might deceive the public, but that it is prohibited from exercising power of censorship.

■ An effort to convince the Federal Trade Commission that rigged quiz shows represent unfair competition and deceptive advertising drew a stern admonition from FTC chairman Earl W. Kintner: "If the commission were to assert jurisdiction over entertainment, it would be difficult to set a limit at which this censorship would stop."

Disavowing intent to exploit publicity which accrued from exposure of the quiz show "fixes," Rep. Oren Harris (D., Ark.) got the hearing off to a start with a statement promising to show that irregularities extended beyond what was originally suspected.

"The subcommittee believes that if its hearings lay bare a pattern of deception through these quiz shows, a serious gap in the present regulation of broadcasting practices and unfair methods of competition in commerce will be revealed," he said.

■ "Few would care to watch a full half hour of commercials on television," Rep. Harris commented. "The American people do not submit voluntarily to advertisements of a sponsored product without additional attractions.

"The subcommittee believes that the deliberate cultivation in viewers' minds of the inseparability of the program and the product advertised compels inquiry into the fairness and honesty of program presentation as well as the fairness and honesty of representations made about the sponsor's product itself," he said.

■ One of the objectives of the investigators was to show that rigging had many motivations. In part it was to insure attractive personalities and exciting shows. But the committee counsel, Robert Lishman, also emphasized that it served a budgetary function.

During testimony by a representative of Pharmaceuticals Inc., he noted that "Twenty One" had been on the air 102 weeks, and that total prizes exceeded the $10,000-per-week budget allotment by only $75,000, or less than $750 per week.

"Doesn't that suggest to you," he asked, "that some kind of control was exercised?"

■ Testimony dealt largely with "fixes" on "Twenty One," "Dotto" and "Tic Tac Dough." Dan Enright, producer of "Twenty One," testified for four hours in secret session, and a similar secret session was held at the request of the producer of "Dotto."

Geritol got unexpected (if unproductive) exposure when several kinescopes of "Twenty One," complete with commercials, were played to substantiate testimony of Herb Stempel and James Snodgrass, major witnesses responsible for exposing the program.

■ The audience laughed gleefully when Mr. Stempel, in the course of describing a "Twenty One" rehearsal, quoted master of ceremonies Jack Barry as saying, "This will involve a terrible amount of bad blood for Mannie Rosenhaus [president of Pharmaceuticals Inc., the sponsor]."

■ Meanwhile, according to the account given by its vp and director of advertising, Edward Kletter, Pharmaceuticals Inc., sponsor of "Twenty One," was oblivious to the impending danger until the news appeared in the *World Telegram*. The company immediately called for a meeting with NBC, Mr. Kletter said, and they decided to sit tight until the facts were clear.

"We had a long relationship with Mr. Barry and Mr. Enright, going back to 'Life Begins at 80,' 'Juvenile Jury' and 'Wisdom of the Ages'," he recalled. "We were not ready to discard what we believed to be the honesty of these two people because of a newspaper report."

■ In his appearance on the stand, Mr. Kletter was asked whether he was surprised when Mr. Enright proposed a $5,000 advance for Charles Van Doren at a time when he had been on the program only two weeks.

"It was just before Christmas, and he needed the money for gifts," Mr. Kletter said. When Mr. Lishman noted that Mr. Van Doren had been on the program only two weeks and was winning only $20,000 at that time, Mr. Kletter pointed out that Messrs. Barry and Enright were responsible for any shortages in the prize fund.

"In any event," Mr. Kletter said, "I have a firm belief that if he had lost it all, he would have returned the money. As a human being, you just don't turn people down if they have good reason."

Mr. Kletter told the committee the "Twenty One" scandals hurt the company. He promised to provide sales figures for Geritol to back up this point.

■ Investigators received no evidence that CBS or Colgate knew "Dotto" was fixed until they were approached by Eddie Hilgemeier, a stand-by contestant who obtained proof of the "fix" while waiting to go on.

After Mr. Hilgemeier approached Colgate with an affidavit in August, 1958, the company convened a meeting which included one vp and 14 other persons, Mr. Hilgemeier said. Within two weeks the program was canceled and off the air.

■ Mr. Pinkham told the committee Bates first learned of charges against "Dotto" when Colgate, its client, reported it had seen an affidavit by Eddie Hilgemeier charging that answers were provided favored contestants.

Colgate retained a "private eye," Mr. Pinkham reported, to interview contestants. "By Monday it was ready to cancel," he said.

■ Asked how it was possible for agencies to be unaware of what was going on, Mr. Pinkham said he believed it was understood that you could "help" an attractive contestant by finding out his areas of interest. "For example," he said, "if you had an attractive blond who was an expert on the Ming dynasty against a fellow who looked like a villain, you could see that she got questions on the Ming dynasty."

Asked if investigations were instituted to see if the help did not go beyond that, he said no precautions were taken other than the supervision by the network. #

'Digest' Finds Cigarets Have Less Tar, Nicotine

(Continued from Page 1)

tention, the author says (Kent up 140% in 1958, Parliament up 235%), but it seemed likely that the high-filtration brands had pushed filtration about as far as it could go—a point of no return, where only hot air and no taste got through an efficient filter. But ventilated paper and flavoring have provided some of the answers.

■ The authors note that "mentholated cigarets, unlike others, did not have to be high in tar and nicotine. Menthol masks the tobacco flavor; by the same token it might mask the lack of tobacco flavor and, at the same time, provide some sensory satisfaction on its own." Life, they note, contains no menthol but shows the artful use of botanicals closely related to tobacco flavor and aroma.

Flavoring is probably a much discussed subject in the tobacco business these days.

The authors trace the progress toward additives which will help to reduce the carcinogenic polycyclics in tobacco smoke, but they warn that the industry won't concede there is a tobacco-health problem, or that it is hunting for safer cigarets.

"Lawyers say there is valid legal reason for this attitude. By conceding that cigarets can cause lung cancer, the companies might leave themselves wide open to damage suits brought by estates of cancer victims who smoked particular brands," the writers point out.

(Some 17 such suits are now pending. In all cases so far, the defendants have won.)

■ However, the pressure for public health attention to the problem; the states and communities considering teaching school children the facts about tobacco and health; the announced intention of the American Cancer Society to "bring to the attention of physicians and the public—and particularly teen agers—facts about cancer and smoking" add up to a formidable problem. The tobacco industry executives "know their task now is to get the gun 'unloaded' before a new generation of customers decides that the game is silly, the stakes too high," the authors say.

Because of the number of brands on the market and the rapid progress in blending and filtration, the *Digest* was able to get considerable cooperation from manufacturers, and was able to get confidential code stamps so it could tell which cigarets were of more recent manufacture than others.

■ Some of the manufacturing gimmicks made the test more difficult to report. Footnotes were necessary to explain (1) that perforations in Riviera and Spud resulted in smoke loss which makes results uncertain (to be exact, they loused up the smoking machine, which, as it approached the perforations ringing the filter, made the cigaret spew smoke from the perforations) and (2) that longer filters on Duke, Spring, Alpine and L&M made smoking to standard butt length impossible.

A comparable table for Canadian brands will appear in *Reader's Digest* Canadian edition in November. Unlike the U.S. edition, the Canadian edition carries cigaret advertising.

The longer filter and an air space may reduce tar. It is fairly certain, observers say, that they also represent a substantial cost saving to manufacturers.

■ Past articles on cigaret tars and nicotine have provoked some marked shifts in public smoking habits. The *Digest* has agreements with manufacturers in which they stipulate not to use its findings in advertising, but the strong story implicit in its findings about the new brands will certainly get around quickly.

The general feeling among tobacco men toward the *Digest* has mellowed considerably. The rising curve of cigaret consumption has helped the mellowing process; another factor is that the changes in blending and filtration have moved so rapidly that some tobacco men regard the *RD* articles as fortunate in their timing and appearance. #

How Much Tar in Canadian Cigarets?

Brand	1957 (In Mg.)	1959 (In Mg.)
Plain Tips		
Rothman's king-size	—	29.0
Export	32.3	27.7
Player's Mild	29.0	26.4
Sweet Caporal	29.7	26.2
Black Cat	29.7	25.8
Player's Medium	26.1	24.4
Buckingham	29.1	24.2
Craven "A"	—	22.5
Filter Tips		
Black Cat	27.0	25.1
Export "A"	30.9	23.1
Craven "A"	29.8	20.1
Rothman's king-size	—	19.2
Belvedere	—	18.2
Gaylord king-size	37.9	18.1
Matinee	27.1	17.9
Du Maurier	22.1	17.3
Rembrandt	—	17.2

How Much Nicotine in Canadian Cigarets?

Brand	1957 (In Mg.)	1959 (In Mg.)
Plain-Tips		
Export	2.5	2.2
Player's Mild	2.1	2.1
Rothman's king-size	—	2.1
Black Cat	2.4	2.0
Player's Medium	2.1	2.0
Sweet Caporal	2.1	2.0
Craven "A"	—	1.9
Buckingham	1.9	1.6
Filter-Tips		
Black Cat	2.3	2.1
Export "A"	1.9	1.9
Rothman's king-size	—	1.7
Belvedere	—	1.6
Matinee	1.5	1.6
Craven "A"	1.9	1.5
Du Maurier	1.7	1.5
Gaylord king-size	2.2	1.5
Rembrandt	—	1.3

Batz-Hodgson Moves

Batz-Hodgson-Neuwoehner, St. Louis, has moved to larger quarters in the Fullerton Bldg. The agency, in announcing the move, said it is now billing $2,250,000 annually, with about 60% coming from industrial accounts.

Illinois Broadcasters Elect

Bruce Dennis, program manager of WGN, Chicago, has been elected president of the Illinois Broadcasters Assn. Other officers elected are William Holm, WLPO, La Salle, vp, and M. H. Stuckwish, WSOY, Decatur, secretary-treasurer.

Nicotine—Compared With Former Years

Brand	Size	1957	1958	1959
FILTER TIPS				
Salem	King	———	———	2.1 mg.
Kool	King	———	———	2.0 mg.
Oasis	King	———	———	1.9 mg.
Tareyton Dual	King	1.9 mg.	2.0 mg.	1.7 mg.
Winston	King	2.6 mg.	2.7 mg.	1.7 mg.
L & M	King	3.1 mg.	2.5 mg.	1.6 mg. (b)
Winston	Long	———	2.3 mg.	1.6 mg.
Riviera	King	———	———	1.5 mg. (a)
L & M	Long	———	2.1 mg.	1.5 mg.
Viceroy	King	2.4 mg.	2.2 mg.	1.4 mg.
Hit Parade	King	2.8 mg.	1.4 mg.	1.3 mg.
Marlboro	King	———	———	1.3 mg.
Marlboro	Long	2.4 mg.	1.9 mg.	1.3 mg.
Old Gold	King	3.1 mg.	1.5 mg.	1.3 mg.
Hit Parade	Long	———	1.2 mg.	1.2 mg.
Kent	King	2.2 mg.	1.3 mg.	1.1 mg.
Newport	King	———	———	1.1 mg.
Parliament	Long	2.7 mg.	1.5 mg.	1.1 mg.
Spud	Long	———	———	1.0 mg. (a)
Parliament	King	———	———	1.0 mg. (b)
Kent	Long	———	1.3 mg.	1.0 mg.
Newport	Long	———	———	1.0 mg.
Alpine	King	———	———	0.9 mg. (b)
King Sano	King	———	0.6 mg.	0.7 mg.
Life	King	———	———	0.6 mg.
Spring	King	———	———	0.5 mg. (b)
Duke of Durham	King	———	———	0.4 mg. (b)
PLAIN TIPS				
Raleigh	King	2.5 mg.	2.6 mg.	2.7 mg.
Chesterfield	King	2.6 mg.	3.4 mg.	2.5 mg.
Camel	Regular	2.8 mg.	2.5 mg.	2.3 mg.
Pall Mall	King	2.4 mg.	2.6 mg.	2.3 mg.
Philip Morris	Long	2.8 mg.	2.6 mg.	2.3 mg.
Herbert Tareyton	King	2.2 mg.	2.6 mg.	2.2 mg.
Cavalier	Long	3.1 mg.	2.6 mg.	2.1 mg.
Chesterfield	Regular	2.4 mg.	2.5 mg.	2.0 mg.
Lucky Strike	Regular	2.1 mg.	2.0 mg.	1.8 mg.
Philip Morris	Regular	2.4 mg.	2.2 mg.	1.6 mg.
Old Gold Straights	Long	3.0 mg.	1.7 mg.	1.5 mg.
Old Gold Straights	Regular	2.4 mg.	1.6 mg.	1.3 mg.
Sano	Regular	———	0.9 mg.	0.9 mg.

Tars (Smoke Solids)—Compared With Former Years

Brand	Size	1957	1958	1959
FILTER TIPS				
Salem	King	———	———	25.4 mg.
Oasis	King	———	———	24.5 mg.
Kool	King	———	———	24.1 mg.
Tareyton Dual	King	27.1 mg.	25.3 mg.	23.0 mg.
Winston	King	32.6 mg.	29.1 mg.	22.7 mg.
Riviera	King	———	———	21.6 mg. (a)
Winston	Long	———	23.7 mg.	20.4 mg.
Viceroy	King	30.2 mg.	27.7 mg.	20.0 mg.
Marlboro	King	———	———	19.9 mg.
Newport	King	———	———	19.7 mg.
Hit Parade	King	36.3 mg.	17.7 mg.	18.9 mg.
L & M	Long	———	24.0 mg.	18.9 mg.
L & M	King	38.5 mg.	24.9 mg.	18.6 mg. (b)
Old Gold	King	39.0 mg.	20.8 mg.	18.4 mg.
King Sano	King	———	18.5 mg.	18.1 mg.
Hit Parade	Long	———	16.6 mg.	17.8 mg.
Kent	King	30.4 mg.	17.9 mg.	17.6 mg.
Newport	Long	———	———	17.3 mg.
Marlboro	Long	34.4 mg.	24.7 mg.	16.7 mg.
Parliament	King	———	———	16.2 mg. (b)
Parliament	Long	34.1 mg.	19.6 mg.	15.8 mg.
Kent	Long	———	16.4 mg.	15.6 mg.
Alpine	King	———	———	15.2 mg. (b)
Spud	Long	———	———	14.6 mg. (a)
Spring	King	———	———	10.1 mg. (b)
Life	King	———	———	9.8 mg.
Duke of Durham	King	———	———	7.2 mg. (b)
PLAIN TIPS				
Chesterfield	King	41.1 mg.	38.7 mg.	35.7 mg.
Raleigh	King	39.3 mg.	35.6 mg.	34.9 mg.
Pall Mall	King	38.6 mg.	37.1 mg.	34.4 mg.
Herbert Tareyton	King	36.6 mg.	34.3 mg.	30.7 mg.
Philip Morris	Long	40.8 mg.	35.4 mg.	29.9 mg.
Chesterfield	Regular	32.7 mg.	30.6 mg.	28.4 mg.
Camel	Regular	31.0 mg.	28.7 mg.	27.7 mg.
Cavalier	Long	42.8 mg.	31.1 mg.	27.7 mg.
Philip Morris	Regular	35.3 mg.	28.9 mg.	25.8 mg.
Lucky Strike	Regular	31.5 mg.	28.6 mg.	25.8 mg.
Sano	Regular	———	23.1 mg.	24.6 mg.
Old Gold Straights	Long	41.7 mg.	24.5 mg.	24.3 mg.
Old Gold Straights	Regular	30.9 mg.	22.4 mg.	21.3 mg.

NOTES: (a) Perforations in Riviera and Spud are concentrated immediately adjacent filter tip. Resulting loss of smoke caused the laboratory to question whether total tar and nicotine were measured. (b) Longer filter tips on these brands made smoking to standard 23mm butt length ("maximum smoking") impractical. Alpine, Spring, Parliament (king) and L&M (king) were smoked to 26mm; Duke of Durham to 26 mm. Had it been possible to smoke to the usual butt length, the tar (and nicotine) figures for these brands would be slightly higher.

MOVES EAST—*Brown & Williamson is using full-page newspaper ads like this in New York to launch Life cigarets in eastern markets.*

Life Cigaret Ads Stress Effectiveness of Millecel Filter

NEW YORK, Oct. 6—Brown & Williamson Tobacco Corp. moved into major eastern markets this week with Life cigarets, a high filtration king-size brand featuring a new "Millecel filter" (*see cigaret story on Page 1*).

The brand's entry into the East capped an intensive national introductory campaign which started in West Coast markets Sept. 21 and which subsequently rolled eastward through major markets in the Midwest.

According to the agency, Ted Bates & Co., big-space newspaper ads and spot tv ads were used exclusively to announce Life's introduction into the national market.

In New York, Life used spreads and pages in newspapers that featured big, bold, black headlines: "Your filter cigaret no longer filters best.

"You get the least tar, least nicotine because Life's Millecel filter absorbs the most. The proof is clear. Life's exclusive Millecel filter is the great filtering achievement you've hoped for . . . with millions of super-absorbing cells that absorb far more tar and nicotine than any other filter. That's why you get less tar and nicotine with Life—far less than with the brand that used to filter best."

■ Spot tv commercials play up the same theme, "The secret of Life is in the filter." The brand will be given additional national support on the "Philip Marlowe Show," network tv program starting on ABC-TV Oct. 13. In addition to handling Lifes, Bates is agency for Brown & Williamson's Viceroy brand. #

Florida Sign Co. Is Sold

Florida Outdoor Advertising, a new organization with headquarters in Sarasota, Fla., has purchased the roadside bulletin facilities and contracts of Florida Sign Co., Bradenton. E. R. Lindsey is owner of Florida Outdoor.

Y&R Names Five in New York

Maison C. Clarke and Raymond H. Todd, formerly art directors, have been promoted to art supervisors at Young & Rubicam, New York. The agency also promoted Sylvia Brofos, John Geyer and John O'Neill to art directors.

Pacific Telephone Buys Spots

Pacific Telephone & Telegraph Co., through Batten, Barton, Durstine & Osborn, has bought 390 spot announcements on KFWB, Hollywood, to promote employe recruitment. The spots, which began Sept. 28, will run 13 weeks.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

Advertising and Sales Promotion Assistant wanted by one of our clients in the metal fabrication field. 3 to 5 years experience in creative capacity and a basic knowledge of advertising production techinque required. Send complete resume and salary requirements.
CONNOR ASSOCIATES, INC.
1460 East River Road
Aurora, Illinois

QUARTER brings all you need to start earning money. Pleasant sales work. **Aldrich, 919 So. Bonnie Brae Street, Los Angeles 8, California.**

ADVERTISING ASSISTANT
Leading farm equipment manufacturer has opening for bright, young advertising assistant. We offer pleasant working conditions, all benefits, unlimited advancement opportunity. We require young man to prepare sales literature intelligently, handle trade shows and fairs, create promotions for our dealer network. This job requires administrative ability as well as creative ability and is challenging because it is not routine. Located just outside New York area. Starting salary to $6500. Must have advertising experience on manufacturing level with background or knowledge of agricultural industry. Send resume and letter telling about yourself to:
Box 2980, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

California State College with accredited advertising program is looking for a teacher of advertising starting autumn semester 1960. Background should include newspaper advertising. Teaching experience and advanced degree desirable, but selection will be based on evaluation of total profession qualifications. Write **Dwight Bentel, head, Department of Journalism & Advertising, San Jose (Calif.) State College**

Editor Wanted—Trade Magazine
Chemical knowledge helpful but not necessary. Must know makeup. Submit resume in confidence.
Box 3001, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER—AD MANAGER
Challenging position in NYC to handle ad dept of mail order book publisher—primarily Catholic religious publications. Capable of rough layouts and type specification. Salary open.
Box 3002, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING COPYWRITER
Fine opportunity for young man with advertising, direct mail experience, and supervisory ambitions. Will prepare direct mail compaign, and national advertising, for Mid-West publisher of religious literature. Knowledge of evangelical Sunday school is essential. Write in confidence giving complete resume, photo, salary requirements. Complete job resume will be sent to you in return.
Box 3003, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Asst. Circulation Promotion Manager—professional or trade magazine experience desireable—New York City—Send Resume & salary range. Replies will be held in confidence.
Box 3005, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

PROMOTION ASSISTANT
Sales Department of mid-West Catholic publisher needs young (25-32) man who has marked ability with copy—a self-starter who can handle details.
Experience in D-M, publishing or advertising useful but not strictly necessary. Salary from $5,000. Send resume and letter to:
Box 3004, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306, 220 S. State St., Chicago 4

ART DEPARTMENT MANAGER
Financially sound, small town agency in Central Illinois has opening for Art Dept. Manager. Prefer agricultural background. Must be able to handle all phases art to printing. Salary $6,500 to $7,500 depending on experience and qualifications.
Box 3006, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GENERAL BUSINESS MAGAZINE has opening for experienced advertising salesman to cover Southeastern territory, with headquarters in New York office. Salary and bonus. Outline your background, business experience in letter.
Box 3007, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

POSITIONS WANTED

PR DIR. Woman. Exp. Radio, Press, Feature Writer. Exc. pub. contacts. Let's talk.
Box 2953, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXP. FREE LANCE COPY LAYOUT MAN with complete Direct Mail facilities From copy to customer—catalogs, house organs, bulletins, brochures. Chicago area.
Box 2984, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Insurance Brochure, sales promo material free-lanced. Seasoned professional. Copy sparkles. Ideas fresh. Also art.
Box 3008, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE of COPY/LAYOUT
Two highly experienced men—Chicago area.
Box 3009, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR-LAYOUT MAN
Seeks challenging opportunity. Highly creative, crisp layouts. 7 years exp. retail & industrial agency. Chicago area.
Box 3010, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AVAILABLE NOW!
Young (32) Sales Promotion and Advertising Mgr., 9 years experience, 7 as Adv Mgr. for retail food chain, seeks challenging opportunity with Ad Agency or Manufacturer. Write today!
Box 3011, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED CREATIVE AD MAN for deep Midwest company or agency.
Box 3012, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising or Public Relations—Ad degree P. R. agency (Union Carbide) writer news mag. (detergents, toiletries, etc.)
Box 3014, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

MAUVE DECAYED
Creative P.R. man, experience limited by Victorian management policy, wants challenging job, Chicago area. A.B., Army, married, public-speaking experience, salary requirements realistic.
Box 3013, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITORIAL—business weekly, London Bureau, editor college magazine, photography, free lance.
Box 3015, ADVERTISING AGE
630 Third Ave., New York 17, New York

TO AN ADVERTISING AGENCY LOOKING FOR A REAL BARGAIN
I'm a talented beginner who, if given the opportunity, will become a crack professional. Over 2 yrs. excellent experience in merchandising, client contact, advertising and sales promotions. My greatest assets: ambition and the desire to learn. My price is modest; see if you don't agree.
Box 3027, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED A RADIO-TV COPY MAN
long on ideas and imagination? My background includes seven years broadcasting experience, mostly radio writing and production . . . also two years tv writing and 1½ years radio sales. I want an opportunity to write!
Box 3031, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Art Director—11 yrs. exp. seeks position with big agency—$11,000.
Box 3016, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART DIRECTOR
Experienced. Creative know-how. Managerial ability. Knows production.
Box 3017, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Industrial Account Exec ten years with same Boston agency looking for hard work and rewards with able agency in growth area. Now earning $10M. Strong on marketing plans. Creative copy and layout sparker.
Box 3020, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALES PROMOTION EXEC.
Now heading organization providing promotion service for Shopping Centers. Solid 12 year creative Advertising Agency and Department Store background. Heavy consumer goods experience in all media. Seeking fertile managerial opportunity Will relocate. Age 32. Present earning $12,000.
Box 3018, ADVERTISING AGE
630 Third Ave., New York 17, New York

P. O. P. ARTIST
AGE: 38 Years—Four in Family
Twelve years experience in Designing Displays, can do Roughs, Finished Art and Construction.
Would like to make a change in location.
Box 3019, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER (ALL MEDIA)—11 YRS. EXP. Now with leading 4A agency, but needs greater challenge and opportunity. Successful creative record. Exp. includes copy (top accts., top N.Y., 4A agencies) Advt.-Sales Prom. Mgr. (major industry), Sales Prom. AE & writer (Network). Age: 35. Married. Will relocate.
Box 3021, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER, 3 YEARS TRAVEL-TOURISM KNOWHOW. MY TRAVEL PR BOOK USED in agencies everywhere. Single, 25, knows production, but rather write if possible.
Box 3022, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV. SALES PROM.
Creative man with 5 yrs. copy and prod experience. Retail, mail order, mfgr. levels. Has worked up to ad mgr. through INITIATIVE, IMAGINATION, HARD WORK. College grad. 28.
Box 3023, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

NEED EDITORIAL, PR TEAM?
Young husband-wife team has combined top journalism, science backgrounds, compl. reporting, editing, mag. production exp. plus news-wire bureau, newstech. mag., trade assoc. and p.r. agency work. Pro features a specialty. Public contact, travel welcomed. Warm clime preferred. Start $15,000 for capable, responsible twosome.
Box 3024, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Illinois

MARKETING RESEARCH ANALYST
Over ten years experience in Marketing Research including all phases interviewing, preparation written and statistical reports, market and sales analysis, mostly with consumer goods. Salary doubled in my present position. Desire more advanced areas of research such as questionnaire and sample design, preparation written reports, business degree. Graduate specialization—Marketing. Write
Box 3025, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCED TRADE SALESMAN
Excellent Sales Record with Leading A B P Publication—techniques based on sound business paper principals & backed by Broad knowledge of Creative Selling, Marketing, Editorial, Readership, Sales Training, Sales Promotion & Direct Sales Management. Want tough, challenging offer on solid 5 figure arrangement
Box 3026, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER SEEKS NEW CHALLENGE
Versatile, young (28) copywriter seeks new creative outlet 5-years top experience with leading advertisers and big agency. Available immediately—B.A. Journalism. Married. Prefer Chicago.
Box 3028, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

NATIONAL AD REPS—For monthly publication of large, national, fraternal-charitable organization. Circulation, 200,000; distribution, national. Contact **Bill Pace, 5555 Ridge Avenue, Cincinnati 13, Ohio. Phone EL 1-3885.**

BUSINESS OPPORTUNITIES

FOR SALE: 50-YEAR OLD TRADE PUBLICATION
Solidly established, highly regarded in its field. Annual gross income $25-35,000—will sacrifice for $15,000 full price. Require $5,000 cash, suitable arrangement on balance. Write for details.
Box 3029, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOOD PUBLICATION FOR SALE.
Approx. $1/4 Million Annual Gross Ad billing. Valued at $250,000. Worth looking into. Principals only.
Box 3030, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

NEW MONOGRAPH TELLS HOW TO START MAIL ORDER BUSINESS
"100 Ways to Start, Build & Operate Your Own Mail Order Business", written by Whitt Schultz has just been published by the **How To Book Co., Box 7, Glencoe, Illinois.** Mr. Schultz, one time mail order feature columnist for ADVERTISING AGE, is a mail order consultant and author of four books. His monograph includes 100 terse tips under such topics as what to sell, how to buy, how to price, how to package, etc. $1.00 post paid.

NEWEST GIVE-AWAY, DIRECT MAIL GIMMICK Sure-fire door opener. Tells age of anyone to 60. NEAT. Sample $1. Low, low quantity prices. Ask for **MAGIC-AGE. ART, inc., 805 E. Capitol St., Washington 3, DC**

PROMOTIONAL RECORDINGS
Soft plastic, lithographed cards, unbreakable plastic, all speeds. From one at a dollar list to one million at a few cents each. Call or write: **Premack & Associates 17 West Ontario, Chicago SA 1-1477**

Your industrial catalog, for general use or for Sweet's and or AIA Files, attractively designed. **PAUL W. AUSTIN, 645 Ontario, Oak Park, Ill. EUclid 3-0235.**

NEW CHILDREN'S RADIO PROGRAM CHICAGO—SPOT TIME AVAILABLE
Unique Opp., Marvin A. Pearlman, 137 Central Ave., Chicago 44, Ill. AU 7-8443

DIRECT MAIL ADVERTISING AND PRINTING BUSINESS FOR SALE
Growing business will gross $110,000 this year. Well equipped, 6500 sq. ft. on one floor. Additional floor available. Near Chicago Loop. $29,000 complete. $18,000 cash required. Box 754, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

We need another fast, skillful layout "visualizer"
whose renderings have crispness and authority—who knows how to use **people** interest, realizes that pictures may often buy the "copy"—who is up on typography—isn't afraid of unusual formats, the new graphics opportunities now available from media. Consumer goods and industrial. Growth agency. Fine, modern offices. Pleasant living—nearer everything.
Box 746, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Ill.

TWO OPENINGS WITH RAPIDLY EXPANDING PUBLIC RELATIONS DEPARTMENT
Two experienced writers to handle consumer and industrial public relations accounts in Central New York. One must have extensive proven technical writing ability, the other good newspaper experience with a broad liberal arts background. Exceptional potential with rapidly expanding advertising-public relations agency. Area excellent for family living. Send photograph and write in confidence including background and experience. Starting salaries approximately $6500.
Box 748, ADVERTISING AGE
630 Third Avenue, N. Y. 17, N. Y.

FINE OPPORTUNITY FOR INDUSTRIAL WRITER
Here's your chance to work on top industrials while branching out into consumer accounts. Chemical, electronics experience desirable. Growing, medium-sized agency on East Coast. Good Salary, many extra benefits. Send details on experience, salary expected. Box 743, Advertising Age, 630 Third Ave., New York 17, N. Y.

WANTED:
PLASTICS WRITER
We need a man who has a good general "feel" for the plastics industry—one who has some technical education or experience, if possible, in polyethylene, nylon and/or polypropylene. Obviously, he should also be able to write clearly and convincingly.
The man chosen will work in our Advertising Department, though he will have close ties with the Plastics Division. He will be responsible for planning and writing brochures, folders, data sheets and other informational material required in the selling of plastic resins. Since plastics sales are rapidly increasing, the job will be as big as the man who takes it.
Please send a full resume, photograph and salary requirement to:
DIRECTOR OF ADVERTISING
SPENCER CHEMICAL COMPANY
DWIGHT BUILDING
KANSAS CITY, MISSOURI

WANTED:

THE KIND OF TOP TV COPYWRITER WHO SEES ROOM FOR IMPROVEMENT IN 90% OF THE COMMERCIALS ON THE AIR

We want a topflight writer who believes he can do better than most things he sees—and who usually does. We need him now and we'll reward him well. And if he's the man we want, he'll like *us*. We've got a spirited, imaginative group here and we bend over backwards to encourage them to do the good things they love to do.

He'll fill an important spot in our expanding TV-Radio Creative Department as a senior writer of film commercials. But to produce the calibre of work we want, he'll be first of all an *advertising man*. That means he'll be an original thinker, a salesman, a dyed-in-the-wool creator of campaign ideas—with pretty good judgment as to the rightness or wrongness of an approach. And he'll be a good "presenter", because he'll have to be on his feet (and toes) with an alert Plans Board and smart clients.

If you think you're the writer for us, and that we may be the Agency for you, tell us who you are, where you've been—and show us some of the good things you've done, in whatever form you can send them. We'll promise to get in touch with you promptly.

Write: Richard H. Needham, Vice President and Personnel Director
Needham, Louis and Brorby, Inc.
Prudential Plaza
Chicago 1, Illinois

THE LARGEST ADVERTISING PLACEMENT AGENCY IN THE WORLD

CREATIVE DIRECTOR—automotive-bldg. materials exp. $18,000
ART DIRECTOR key spot. Agency bkgd., menswear $12,000
ELECTRONICS WRITER—for highly rated agency. Top potential $9,000
INDUST. MARKET RESEARCH ANALYST Can head dept.-$40,000,000 sales-$10,000

B. L. Clem

AGRICULTURAL COPY MAN—copy chief capabilities .....$12,000 up
YOUNG ARTISTS—immediate openings .....$6,000 to $7,500
MARKET RESEARCH ASSISTANT—four fine openings .....$6,000 to $9,000
MERCHANDISING MANAGER—adv. and sales background $18,000

Cliff Knoble

COPY/CONTACT—agcy-consumer acc'ts. highly creative .....$15-$18,000
MEDIA SUPERVISOR—marketing approach—4A Agcy .....$12-$15,000
INDUST. WRITER—creative work with agcy team key clients ....$7-$9,000
LAYOUT ARTIST—exp'd—can quickly become Art Director .....OPEN

I. M. Daiker

DRAKE PERSONNEL, INC.
29 E. Madison Building FI 6-8700
CHICAGO 2, ILLINOIS

ARE YOU AN AD MAN WHO CAN SELL?

We are the country's leading producers of Business Development Programs for banks . . . at present have 21 offices in major cities throughout the country. We are currently interested in opening offices in upper New York State, Ohio and Massachusetts.

If you have proven sales ability—perhaps in account work or media—you probably have what it takes to find success as an Account Executive in our organization.

All our men have been able to earn at least a five-figure income at the very beginning, on drawing account plus percentage.

Why not get the facts?

Write Mr. Joseph E. Gallegher, Vice President Sales
Box 756, ADVERTISING AGE
630 Third Avenue
New York 17, New York

Interested in Selling Magazine Advertising

Exceptional Opportunity Now Available With Major Consumer Magazine Publisher

If you are under 35, have several years of business experience, above average intelligence, a strong desire to sell, and the drive, energy and will to succeed in major competition, there is a challenging and rewarding career available to you with one of America's leading magazine publishers.

No advertising experience necessary as thorough, home-office training is provided in all phases of magazine sales, promotion, and merchandising.

Interested? Write Box 755, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

INDUSTRIAL AA and TECHNICAL WRITER

Seeks broader opportunity to use past 10 years experience in technical writing, research and comprehensive knowledge of production. Abilities suitable for the hard to fill industrial account. Presently employed. Salary open.

Box 745, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Ill.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

THIS IS THE MAN WE WANT

He's an experienced agency man now. He's in mid or late thirties, has an exceptionally pleasant personality and likes to mix with people. He knows seed, feed, fertilizer, livestock and farm and garden equipment. He's worked with all media and especially collateral sales organization material on these products. He can listen well to a client's conversation, spot the problems, come up with complete program solutions, and then knock out sparkling, homey, copy with a theme and words that ring familiar bells with the type of reader he's aiming at. Though he's an agricultural specialist, he's versatile enough to swing into other product advertising also. He and his family must be interested in living the good life of a small central Pennsylvania Dutch community. He must be happy in a small specialized Ad-PR agency. His own self-starting abilities and productivity and their results will be the only limiting factor to his advancement. If he's the man we're looking for, we'll pay his price. Send resume. Box 732, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADVERTISING MANAGER

Diversified industrial manufacturer seeks experienced, top-flight advertising manager. This is a busy, highly demanding job, located in middle West, requiring heavy combination of creative abilities and careful, thorough administration of promotional and financial detail. Interest in, and understanding of industrial products absolutely essential, but we are seeking the marketing-minded, not the engineering-minded individual. Must be capable of aiding sales and advertising groups marketing twenty major product lines to set up programs and budgets, then follow up execution and administration. In addition, must handle personally a considerable load of corporate tasks. Must have demonstrated ability to handle a work load, strong drive, not object to long hours and some travel. Age late 30's or early 40's. Reply in *strictest confidence*, including *in first letter* your business history, income requirements, snapshot or photo, and names of three references who can testify to your ability to meet above requirements. This is an unusual opportunity. Box 759, Advertising Age, 630 Third Avenue, New York 17, New York.

Production Manager 5 yrs agency or commercial art exp.	$8,000
Media Man Industrial & Consumer	$10,000
Copywriter Consumer	$12,000
Technical Writer Electronics, Missiles exp.	$12,000
Artist Emphasis on creative layout	$9,000
Copywriter Machine tool exp.	$10,000
Package Design Engineer	$11,000
Time Buyer	$10,000
Marketing Mgr.	$14,000
Art Trainee	$5,000

EAST CLEVELAND EMPLOYMENT
Graphic Arts Dept.
13308 Euclid Ave., East Cleveland, O.
GLenville 1-3347

CIRCULATION MANAGER

For aggressive weekly in prosperous Boston community, converting to paid circulation—target 16,000 subs. Experience in newspaper or magazine field required. Excellent future: starting salary negotiable around 6M.

SOS PERSONNEL BOREAU
127 Tremont Street Boston 8, Mass.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.85
Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

thinking-, working-type advertising manager available

solid administrative and creative experience planning, organizing, executing, evaluating policies, programs, budgets consumer products. TV, radio, newspaper, outdoor, farm paper, co-op program, sales meetings, dealer helps. Has worked with hundreds of retailers, wholesalers several classifications. Works well with top management and agencies. Now with one of nation's large corporations. Two jobs, twelve years. Family, 37, top references. $14-18,000 depending on location. Contact Box 704 ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

CREATIVE DIRECTOR

One of America's foremost agencies—AAAA, and rated among first 25 in national billings—seeks top-flight creative director with broad experience in all phases of planning and supervision, all media, for industrial and consumer products.

Challenging opportunity for the right man in this rapidly expanding phase of our business.

Candidate must be mature, perceptive, and experienced in directing creative personnel. Will function with the complete backing of top management, all with strong creative backgrounds.

Submit complete resume, photograph, state salary requirements. All applications held in strictest confidence.

Located in large, mid-western city—not Chicago.

REPLY BOX 744, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILL.

ATTENTION COPYWRITERS:

See page 173 in the May, 1959 issue of INDUSTRIAL MARKETING. If you think you can write the kind of advertisements mentioned in the article, perhaps you'd like to join one of the hottest copy teams in the country. You are limited only by your imagination, in a world famous advertising agency where copy is king, and we worry more about quality than quantity. Don't worry about having only a few years of experience. If you can show that you're very good, or have potential, we'll probably hire you. Write a simple straightforward letter to Box 760, Advertising Age, 630 Third Avenue, New York 17, N. Y. Enclose a return envelope if you send samples.

AD AGENCY

wants new-business man and acct. exec. who can produce not less than $250,000 annually from Chicago area accounts budgeting $25,000 or more per year. Liberal compensation. Our staff knows of this ad. Address Box 751, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

FOOD EXPERIENCE AVAILABLE

Aggressive young executive . . . successful sales and advertising background including—packaging, food product sales, top 4 A agency merchandising post, top food trade and leading consumer publication representative, many food chain contacts, B. S. in Marketing, early thirties, married, two children, Chicago area preferred. Box 753, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

COPYWRITER

Leading airline desires copy man to handle variety of promotional advertising assignments. Transportation experience not essential. Will work as member of creative team. Preference given to man with college background. Age 25 to 35. Excellent benefits, secure future, challenging opportunity. Box 758, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

Up to age 40, with heavy industry background, $10,000-12,000.

Box 747, Advertising Age
200 E. Illinois St.,
Chicago 11, Illinois

SALES PROMOTION AND ADVERTISING

Wanted: Young man to 35 with good knowledge of the insurance business to supervise sales promotion and advertising activities of fast-growing ordinary life, credit life, auto, fire and casualty companies. Work with top flight sales and advertising people in Los Angeles home office of $500 million parent corporation. Write in confidence including background, experience and initial salary requirements to:

Box 728, ADVERTISING AGE
4041 Marlton Avenue
Los Angeles 8, Calif.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Fine, Fast, Fairly Priced Photography
pics incorporated photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

BRAIN FOR RENT

Vice President of multi-million dollar concern will help you with your sales and marketing problems on a per job basis. Reasons, I like the challenge and I can use the money.

Box 749, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SPECIAL: A very major agency is looking for a few young men now in brand management to train in all areas of marketing. Must be first-raters. The TOP is $10,000. Full-scale marketing men will still be scarce in 1965—may be in 1970, too. As they are developed, they'll replace interim substitutes who got the big money sooner.
CREATIVE DIRECTOR, under $3MM agency. Food, industrial. to $18M
COPY SUPERVISOR, big agency. Can be young if rising star. 15+
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ART DIRECTOR

Leading airline desires colateral art director. Must be strong in design, layout, type and art production. Will work on variety of material planning and directing outside sources. Ability at tight comps and finished art not essential but helpful. Preference given to man with college background. Age 25-35. Excellent benefits with secure future for the right man. Box 757, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Tobias, O'Neil Adds Books

Industrial Publications, Chicago, has appointed Tobias, O'Neil & Gallay, Chicago, to handle advertising for *Practical Builder* and *Building Supply News*. The agency also will service the company's research affiliate, the Bureau of Building Marketing Research, a division of Industrial Publications.

Henderson Adds Dayton Unit

Henderson Advertising Agency, Greenville, S.C., has been appointed to handle advertising for the textile division of Dayton Rubber Co., effective Jan. 1, 1960. The textile division has headquarters in Greenville and manufacturing facilities in Waynesville, N.C.

Circulation Manager

For paid business paper publisher located outside New York City. Must be familiar with all phases of acquiring new subscriptions and renewals. Will have overall supervision of fulfillment. Salary open.

Box 750, Advertising Age
630 Third Ave., New York 17,
New York.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 158,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order.** Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Research Offices Move

National Family Opinion Inc., Toledo, has moved its New York office to 420 Lexington Ave.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Agency Switch Hurts Client's Ad Aims: Strouse

(Continued from Page 3)

basis of some single idea that might happen to appeal to them at the moment."

Turning to the problem of an agency providing a free flow of creative ideas to its clients, Mr. Strouse said agencies must provide the working climate which will encourage the maximum development of this flow, teach creative people how to harness their creativeness to the possible in a given business situation, and to make sure that the rest of the agency organization get this creative thinking through to the client's organization.

The most dangerous climate fault within an agency with regard to this creative flow, he said, "is to try to pattern every creative person's thinking by a management-determined 'school of advertising,' whether this be agency in origin or client in origin."

■ More professional people will be needed in agencies in the next few years, Mr. Strouse warned. He estimated that in the U.S., about 2,100 new personnel per year will be needed. Canada can expect about a one-third increase in personnel requirements in the future, he added.

"We must encourage young people coming into our business to have confidence in their imagination and their enthusiasms, so that they will believe that there really are more creative worlds to conquer, are not squashed under the foot of cynicism, captiousness or pedestrianism on the part of their elders," he said. #

LOOK SHARP—*A Maxon Inc. house ad in Detroit newspapers last week informed residents of the city's contribution to the World Series via the Detroit-based agency's work on the Gillette commercials. Maxon has handled the Series for Gillette for 21 years.*

General Mills Sets 3 Drives: Mixes, Mince Pie, Bisquick

General Mills will promote eight reformulated cake mixes, with color pages in magazines and Sunday supplements. The ads will run in November issues of *Better Homes & Gardens, Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Progressive Farmer, The Saturday Evening Post, Successful Farming* and *Woman's Day*, plus *Family Weekly, Parade, This Week Magazine* and independent Sunday supplements.

The company also has set two cooperative drives—the annual Betty Crocker instant pie crust mix—Borden's None Such mince meat promotion and the second annual Bisquick-Fleischmann's yeast promotion. November issues of *Good Housekeeping* and *Redbook* will carry four-color pages featuring flaming mince meat pie. Ads promoting yeast baking with Bisquick will run in *Everywoman's Family Circle, Reader's Digest, Sunset Magazine* and *Woman's Day*. Supplements and tv also will be used for both co-op drives.

Issues Promotion Calendar

The 1960 "Sales Promotion Calendar" is now available from the sales promotion division of the National Retail Merchants Assn., 100 W. 31st St., New York. The 64-page booklet is priced at $4 to NRMA members, $8 to non-members and $15 to non-member retailers.

Mortimer Named Chairman, Marks President of GF

(Continued from Page 3)

will function as chief of staff.

■ The six divisions Mr. Cleaves will supervise are Jell-O, Post, Atlantic gelatin, carton and container, electric cooker, and Perkins. Divisions under Mr. Cook will be Birds-Eye, General Foods Ltd., International, Maxwell House, institutional products, and S.O.S.

H. M. Cleaves C. W. Cook

■ E. Burke Giblin, division operations manager, will succeed Mr. Cleaves as general manager of the Jell-O division, and Arthur E. Larkin Jr., division marketing manager, will succeed Mr. Cook as general manager of the Maxwell House division.

John Sargent E. B. Giblin

George Hampton, senior exec vp, has requested a leave of absence for health reasons.

It was pointed out that the election of Mr. Mortimer as chairman has nothing to do with the company's mandatory retirement of executives at the age of 65. Mr. Mortimer has still seven years to go before he becomes 65. The change was made, it was said, to give Mr. Mortimer more time to devote his attention to development of the company's long-range plans, many of which he conceived, and which he wants to put into operation personally. #

Arthur Larkin

Two Orlando Newspapers Adopt C-I-D Discount Plan

The *Sentinel* and *Star*, Orlando, Fla., will adopt the Continuity-Impact-Discounts plan offering national advertisers frequency volume discounts up to 13%, effective Jan. 1, 1960. In addition to linage in daily editions of the newspapers, advertisers will receive credit for linage placed in the *Sunday Sentinel's* letterpress *Florida Magazine*.

The C-I-D plan, which was originated this fall by the *Louisville Courier-Journal* (AA, Sept. 14), provides discounts for advertisers contracting for space for 13, 26, 39 and 52 weeks, and allows a hiatus of from one to four weeks. The plan has since been adopted by the *Nashville Banner* and *Tennessean*.

THERE'S GOLD IN THIS STRIP, PARTNER!

THE CALIFORNIANS

6:15-6:45 P.M.
Monday-Friday

First run off network . . . the finest western series available for spot advertising . . . WWJ-TV's big family-hour audience.

Here's a 24-carat opportunity to make big sales gains in the booming Detroit-Southeastern Michigan market this fall and winter. Stake your claim in "The Californians" before the SRO sign goes up. Your PGW Colonel has complete details. *Phone him today!*

DETROIT NUGGETS
50% of Michigan's population
51% of state's retail sales
. . . all within Detroit SMA.

Detroit, Channel 4 • NBC Television Network
WWJ-TV

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

MEMPHIS
...MORE PEOPLE
...MORE MONEY
...MORE SALES!

CONSUMER SPENDABLE INCOME—Now more than one billion dollars in Memphis Metro Area — $2,958,216,840 in the 76-County Mid-South Market.

POPULATION —ABC City Zone up to 534,806. Shelby County (Memphis Metro Area) now 578,500. Total 76-County Memphis Market now over 2,600,000.

RETAIL SALES—Three quarters of a billion dollars in Memphis Metro Area — over two billion in 76-County Market Area.

SPENDABLE INCOME PER HOUSEHOLD —$6,358 for Metro Area—ranks ahead of Birmingham, Fort Worth, New Orleans, Louisville and San Antonio in the South.

Source: Standard Rate & Data Service 5-15-59

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Toro piles up sales in LIFE

Whirlwind Spring Success in LIFE brings first major Toro Fall Promotion

This Spring Toro brought out its new "Wind Tunnel" Whirlwind Mower. The time was right and acres of prospects with acres of lawns were there to be sold.

Toro chose LIFE. Donald C. Benson, Toro's Ad Manager, said: "The results from our LIFE advertising have been the largest in Toro history. LIFE is *news*, and we have a *new* product. LIFE is pictures, and we need graphic pictorial demonstration. Lastly, our dealers and distributors know that people respond to our LIFE advertising.

"Results this Spring and this fiscal year have been the largest in Toro history. This Fall LIFE is carrying exclusively Toro's first major Fall promotion."

The power of LIFE is a universal power. It can be harnessed to any product, whether new or well established.

Effectiveness is a fact of LIFE

KRON is TV in SF

San Franciscans are sold on KRON-TV

STARTS OCTOBER 31
WINTER LEAGUE
BASEBALL
MINUTES AVAILABLE!

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •